

The Inland Printer

Leading
Publication in the
World of
Offset-Letterpress
Printing

2

February 1958



Collect Your Accounts—Keep 'em Happy

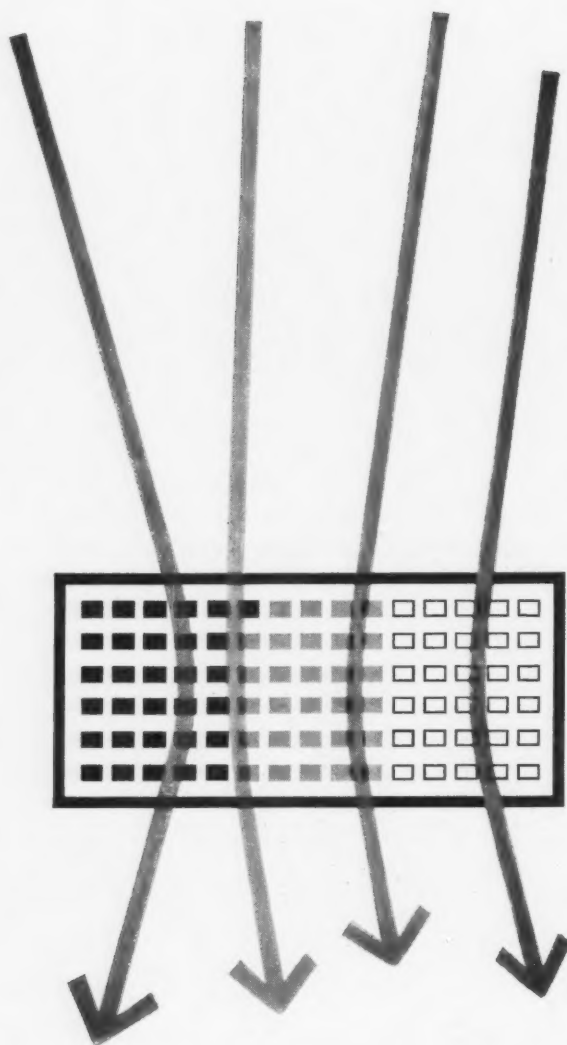
Vancouver's Evergreen Press in New Plant

Shifting to Offset in Small or Medium Plant

How Meredith Will Speed Modernization

Any Small Printer Can Have Budget, Too

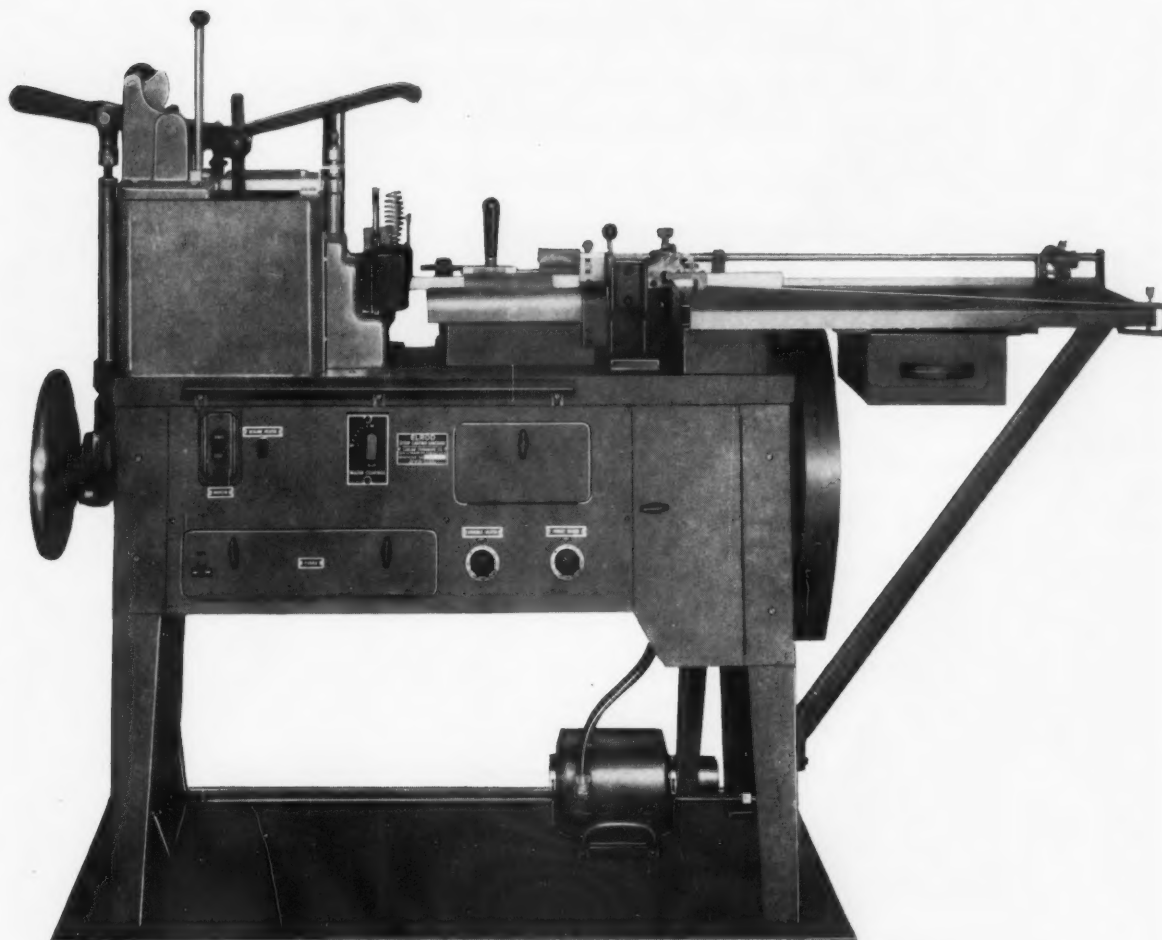
New Du Pont Plates to Be Made in Three Types



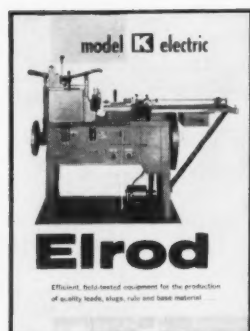
**NEW, SMOOTH SPEED...PLUS FOUR MAGAZINE
VERSATILITY, IN THE NEWLY ENGINEERED MODEL 31**

LINOTYPE! A variety of types—in sizes up to condensed 30 point—*right from the keyboard*. The Model 31 *cruises* at ten lines a minute, under manual or tape operation . . . gives you new smooth, quiet operation. Ask your Linotype Production Engineer to show you how the newly engineered Model 31 will make your composing room more efficient. Or write Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, New York.

• **LINOTYPE** •



model **K** Elrod




Send for your free
copy of this new
folder on the
Model K Elrod

The Ludlow Company introduces the newest member of the Elrod family—the model K for the production of leads, slugs, rule, and base material from 1 to 18 points in thickness.

Ludlow's established reputation for simplicity, dependability, and production results has been built into this new model K. The addition of the model K now makes available a choice of six different Elrod models to fit your particular needs. It has been field-tested and is ready to work for you.

Elrod users can profitably add the model K as supplementary equipment, thus permitting continuous operation on 2 point leads, 6 point slugs, or other largely used material. The model K uses standard Elrod molds up to 18 points, and these molds are interchangeable in all six Elrod models.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14



modern letterheads need the cotton fiber quality of

WESTON BOND

25% Cotton Fiber



For profit in the pressroom and satisfaction in the office, modern letterheads need the premium quality of WESTON BOND.

Letterhead customers like the easy way this even-textured, cotton fiber quality bond takes typing, writing, erasing . . . the way its rugged richness makes letterheads look worth a lot more than they cost.

You'll be pleased, too, with what your job tickets show. WESTON BOND behaves so well on the press that there's an extra margin of profit for you at the end of every run.

WESTON BOND is available in white, five colors, white opaque, white litho finish, in typewriter cut sizes in junior cartons and in matching envelopes. Try a carton today.



BYRON WESTON COMPANY

Makers of Papers for Business Records Since 1863

DALTON, MASSACHUSETTS

COTTON FIBER BONDS • LEDGERS • MACHINE POSTING LEDGERS • INDEX BRISTOLS • SPECIALTIES

THE INLAND PRINTER



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ENTERED AS SECOND-CLASS MATTER, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry has been made at Long Prairie, Minn.

LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

LEADING ARTICLES

How to Collect Your Accounts and Keep Them Happy, Too 45

One West Coast printer does an extensive nationwide business in printing menus; he collects promptly without dissatisfaction

Meredith Publishing Co. Will Speed Modernization Plan 47

Des Moines publishers will construct ultramodern printing and magazine manufacturing plant in 3-year, \$10-million expansion

Vancouver's Evergreen Press Established in New Plant 48

Canadian offset-letterpress printer now largest in Dominion west of Toronto; new building has two stories, both entered at ground level

Any Small Printer Can Have Workable Operating Budget 52

Here is a simple outline of a budget formula that can be easily compiled by anyone who keeps adequate records for income taxes

The Strange Case of the Million-Dollar Cutting Machine 53

When one printer tried to replace an old cutter, he found it took \$1¼-million in sales to buy new machine at today's prices

Du Pont Photosensitive Plastic Engravings in Three Types 54

Recently announced, new plates can be etched in less than 15 minutes, can be used on flat-bed or curved for rotary presses

Switching to Offset in Small and Medium-Size Plants 56

Here's how one typical letterpress shop, after much trial and error, became successful combination offset-letterpress process color plant

Today's Training Will Build Tomorrow's Master Pressmen 70

Pressmen must be equipped to handle new technological developments and must assume a four-fold role in training apprentices

Compositor's Valuable Tool Has Had Colorful History 74

Modern composing stick designs based on 17th century devices; American printers refined, standardized early European models

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Front Cover design by LeRoy Barfuss, Houston, Texas

For contents of previous issues of The Inland Printer, consult the Industrial Arts Index in your library



Associated Business Papers



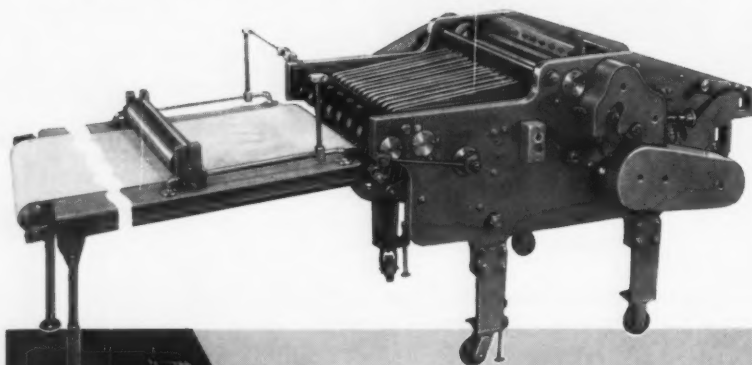
Magazine Publishers Assn.

Audit Bureau of Circulations



NEW PACKER ROTARY CUT-OFF SHEETER

*Delivers 15,000
and more cuts per hour!*



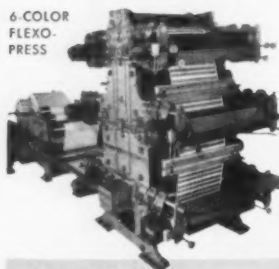
**3
STANDARD
SIZES**

- ① FOR OFFICE FORMS... 20" Web with 10" to 30" cut-off in increments of 1/4".
- ② FOR OFFICE FORMS... 26" Web with 10" to 30" cut-off in increments of 1/4".
- ③ FOR PAPERS, CELLOPHANE, FOIL & BOXBOARDS... 36" Web with 15" to 40" cut-off increments of 1/4".

One or five sheet collecting cylinder— shingling type delivery table

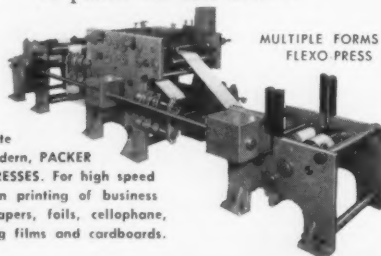
For efficient and economical ways to keep operating costs down — delivered production up, nothing quite matches the new Packer high speed, Rotary Cut-Off Sheeter. Sturdily constructed for heavy-duty operation, it can be mounted in-line with existing equipment or motorized and equipped with roll stand to operate independently. Users

hail it as the fastest, most dependable sheeter ever used. Ideal for operation with forms presses of all types and for sheeting roll printed carton blanks for flat bed die-cutting. Operates to 15,000 and more cuts per hour, dependent upon material thickness and stiffness. Custom sizes also furnished. Write or phone for full details.



6-COLOR
FLEXO-
PRESS

Investigate these modern, PACKER FLEXO-PRESSES. For high speed production printing of business forms, papers, foils, cellophane, packaging films and cardboard.



MULTIPLE FORMS
FLEXO PRESS

PACKER
Manufacturing Company
GREEN BAY, WISCONSIN

Manufacturers of
"CHAIN-HOLE"
PUNCH
Printing and
Die Cutting
Equipment

LETTERS TO THE EDITOR

IP Files Lost in Fire

Editor, *The Inland Printer*:

Recently a fire badly damaged our small plant. Among other destroyed items were a large number of copies of *The Inland Printer*, a fairly complete file which dated back to the 1890's. These had been saved by my father who started and operated our business until his death about eight years ago. We were sorry to lose those old *Inland Printers*, for occasionally we would look them over and much of the old stuff in them was interesting. In fact they were a history of the industry for the past 50 or 60 years.

We also lost a copy a few months ago, in 1957, of a special issue dealing with the forms printing section of the printing industry. We were particularly interested in that issue, and if possible would like to get another copy.

—Frank McInnis, M. A. McInnis Co., North Sydney, Nova Scotia.

(Editor's note: We're indeed sorry to hear you've lost those copies of *IP*. Another copy of our September 1957 special "Business Forms Issue" has been sent to you. No charge!)

How to Combat Effects of Spray?

Editor, *The Inland Printer*:

Do you know of a remedy to clear the atmosphere which is contaminated by the use of no-offset spray? We use both dry and wet sprays and are experiencing an irritating condition in our plant because of the dust and goo that settle throughout.

If you have any suggestions or recommended remedies, please advise us.

—Marlow Miller, Badger Printing Co., Appleton, Wis.

(Editor's note: We have a first answer for this one. See page 50, January 1958 issue of *The Inland Printer* for the answer!)

He's Real Mad at Us, He Is!!

Editor, *The Inland Printer*:

Three weeks ago I sent you a card from your December Directory Issue. On that card I asked you to have a lot of manufacturers send me literature and prices on their products. So far I haven't received one bit of information. Why haven't I heard from anybody?

—Joseph A. Smitherton, New York City.

(Editor's note: Now it comes out, Mr. S!! We did receive a card from New York, all nicely marked with the numbers of the literature you wanted, all filled out with information about your plant, BUT you forgot to sign your name and address!!! Since this was the only unsigned card we received from your city, we now conclude the request must be yours. All that dandy literature has been ordered for you and you should get it very soon. Incidentally, your card wasn't the only unsigned one we received. There were 23 others!



RESILIENCE

*...from 1st to
X-millionth impression.*

The Vulcan DUROFLEX® Offset Blanket continuously snaps back to even gauge with the reflex speed of a hard hit ball. This means little or no time wasted repairing smashes—insuring longer, more profitable runs.

The Duroflex “snap-back” action is just one of the important qualities you want in an offset blanket. For Duroflex provides even gauge, long mileage, no blistering, resistance to swelling and is compatible with all offset inks.

Try one in your shop and find that, quality for quality, Duroflex is the superior offset blanket.

®Trademark

Another

REEVES

VULCAN
RUBBER PRODUCT

REEVES BROTHERS INC.

Vulcan Rubber Products Division
54 Worth Street • New York 13, N. Y.

Tear out and mail for your **FREE** copy of
“Characteristics of Offset Blankets”

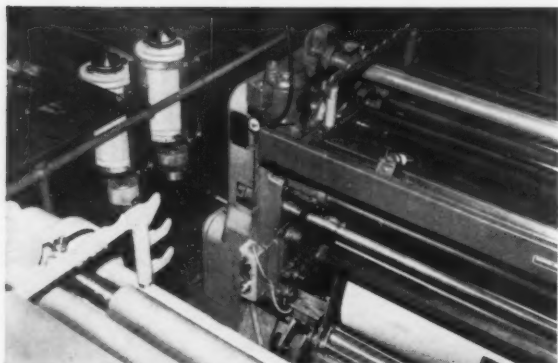
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Company _____

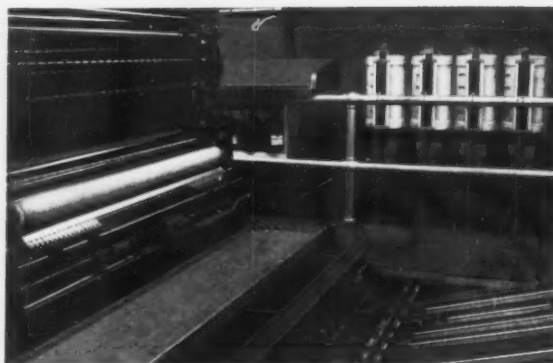
Address _____

City _____ State _____

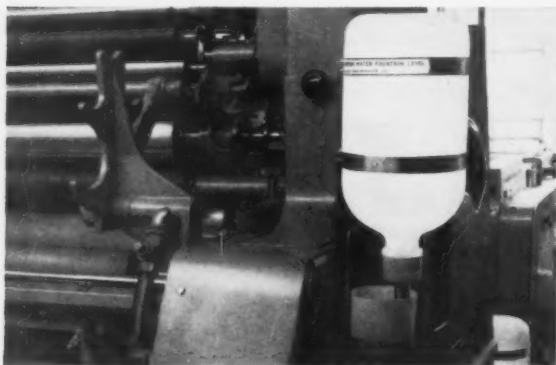
Pressroom and front office agree . . . every press needs Baldwin® Water Levels



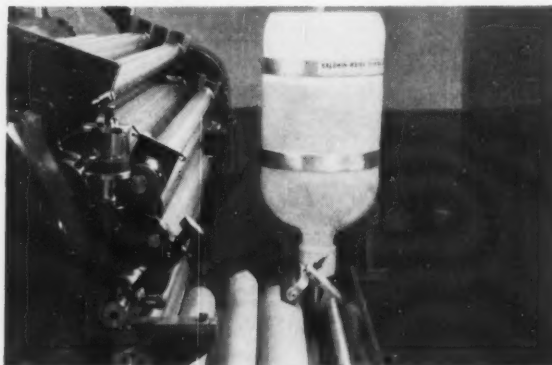
This photo shows Baldwin Water Levels, Ink Fountain Agitator, and Press Washer on a Miehle 61 2-color offset press.



Here's a Harris LTM 43 x 59 4-color offset press with Baldwin Water Levels and Variable Control Water Stops.



Miehle 41 2-color offset press with Baldwin Water Levels. Water supply can be checked by pressman at a glance.



This Harris LTP 23 x 36 2-color press is equipped with Baldwin Water Levels and Baldwin Roller Water Stops.

The wide acceptance of Baldwin Water Levels by the lithographic industry extends from the pressroom right into the front office. The pressman wants them because they save him a lot of time and work. The man whose job it is to watch costs and profits likes them because they reduce non-productive time and cut the cost of turning out that *quality* work that builds business.

Baldwin Water Levels maintain constant fountain-solution level *automatically* and assure a controlled supply of fresh solution in the fountain. What's more, they stabilize fountain settings and provide just the right balance of ink and water.

The translucent, unbreakable polyethylene reservoir has these important advantages: It keeps the

water free of airborne contaminants, cannot rust or corrode to set up chemical reactions in the fountain solution, and permits the water supply to be checked at a glance. An automatic non-spill valve eliminates sheet-spoilage caused by water spills when the fountain is filled.


All this contributes to work of higher quality at lower cost—on small presses and large presses, no matter what the size of the run.

Write today for information on equipping *your* presses with Baldwin Water Levels. And be sure to ask about Baldwin Water Stops, the ideal companion for Baldwin Water Levels, that put an end to floods and dry-ups which so often are a problem, especially when you run short sheets. Don't forget to include the make, model, and size of your presses.

WILLIAM GEGENHEIMER CO., INC.

Manufacturers of Baldwin Ink Fountain Agitators • Baldwin Press Washers • Baldwin Water Stops • Baldwin Water Levels

80 Roebling Street
Brooklyn 11, New York
Phone: Evergreen 8-5610



the proof's
in the
printing.

when
you use
Atlantic Opaque

There's no better proof of quality than to try ATLANTIC OPAQUE yourself. You'll quickly see how this bright white paper gives you clearer, sharper impressions — and much less "show-through".

ATLANTIC OPAQUE is dependably uniform in thickness and finish... surface-sized for clean printing whether letterpress, offset or gravure. "Show-through" presents less

problems, even in lighter weights.

Why not prove it yourself? Ask your Franchised EASTERN Merchant for a free sample packet, regular or vellum finish.



EXCELLENCE IN FINE PAPERS

ATLANTIC OPAQUE • ATLANTIC BOND • ATLANTIC OFFSET • ATLANTIC COVER • ATLANTIC LEDGER

Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF FINE BUSINESS PAPERS AND PULP
MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, CHICAGO AND ATLANTA



Man in search of resolution

The search for better quality and better resolution is never ending for critical workers. That's why so many prefer the brilliant dot formation or clean line rendition of Ansco's Reprolith line of films.

Ansco's Reprolith Films are capable of building rich, dense, blacks while retaining crystal clear whites. This superior contrast characteristic means better results in both line and halftone work.

And, there's no doubt that when Reprolith Films are processed in Reprodol Developer and fixed in Ansco Acid Fixer

with Hardener you'll enjoy real working advantages. Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.

Ansco

Reproolith Type Films

new ipi colors for letterpress



now...even faster drying!

NEW "SPEED KING" INKS GIVE YOU ALL THESE EXTRAS:

- EXTRA** rapid setting, faster drying
- EXTRA** press stability and resistance to dryback
- EXTRA** high finish on coated stocks
- EXTRA** brilliant finish on enamel, *Kromekote*, *Lusterkote* and C1S label papers
- EXTRA** sharp, clean printing with ink precision controlled for uniformity

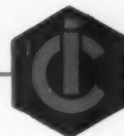
IPI Speed King is a newly improved line of packaged inks for letterpress, thoroughly tested commercially, precision controlled for uniform quality in every can. These inks are ideal for ultra fast setting and drying, and high finish on coated stocks. Larger loads—often full loads—can be run without winding or using excess spray. Yet, with proper stock, Speed King inks give a high finish. Packed in 1 lb. and 5 lb. cans, the line includes the 18 colors most popular with printers and Speed King Halftone Black #94. Order now from your IPI salesman.

IPI, IC and Speed King are trademarks of Interchemical Corporation



INTERCHEMICAL PRINTING INK
CORPORATION DIVISION

EXECUTIVE OFFICES: 67 W. 44th ST., NEW YORK 36, N. Y.



Re-orders
Speak louder
than words

**CHEROKEE COPY NOW RUNS TWO LITHOPRINTS
TO HANDLE THEIR GROWING OFFSET BUSINESS**

Like so many other job printers, the Cherokee Copy Co., Evanston, Illinois now operates *two* Miehle 17 Lithoprints. The reason is best expressed in the words of M. D. Berger, owner of the firm... "the production, economy, and efficiency of the Lithoprint has surpassed all of my expectations"—"having two machines simplifies our operation immensely. One press in color, the other in black with register exact from one to the other, and delivery on time. All this adds up to just one thing—satisfied customers."

You, too, can take advantage of the Miehle Lithoprint's speed, simplified operation, and fast get-away features to build your offset business. Check all of the advantages of the Miehle 17. There's a reason for the many re-orders...

Write for complete information today.



THE MIEHLE 17 LITHOPRINT

The **MIEHLE** Company

A Division of Miehle-Goss-Dexter, Inc.
CHICAGO 8, ILLINOIS

**BUSINESS MEETINGS... TRADE SHOWS
... CONVENTIONS bring
EXTRA PRINTING JOBS...**



**KLEEN-STIK®
LAPEL-STIK®
SELF-STICKING BADGE STOCK**

**PROVIDES LOW-COST BADGES —
WITHOUT PINS . . . CLIPS . . .
OR DAMAGE TO CLOTHING!**

FOR EVERY GATHERING OR MEETING—of any club or organization, sell Identification Badges that *you can print yourself!* It's profitable extra business that's easy to get with Kleen-Stik LAPEL-STIK! This top-quality white stock makes handy, foolproof badges that go on with a simple peel-and-press . . . stick tight on practically any fabric . . . remove easily without harm. Investigate the *plus* profits of Kleen-Stik LAPEL-STIK today!

LAPEL-STIK LETS YOU "CASH IN" ON:

• Conventions • Sales Meetings • Exhibits • Trade Shows • Fairs • Charity Drives and many more!

SEE your KLEEN-STIK Distributor, or write for samples and prices.

KLEEN-STIK PRODUCTS, INC.

Pioneers in Pressure-Sensitives to the Trade

7300 West Wilson Ave. • Chicago 31, Ill.

Plants in Chicago, Newark, Los Angeles and Weston, Ontario



Stock Sheets 11 x 17
or 12¾ x 22

Impact...



Gilbert Papers

Add striking power to your customer's business correspondence by using a Gilbert Quality Paper. Manufactured of new cotton fibres, Gilbert papers make business letters stand out with a crisp beauty, distinctive feel and a rich cockle finish. Tub-sized, air-dried, to provide superior erasability. Ask your Gilbert Merchant for samples.

GILBERT PAPER COMPANY, MENASHA, WISCONSIN

28 Full Pages of Gilbert Advertising reach your best customers in FORTUNE,* DUN'S REVIEW & MODERN INDUSTRY,* ADVERTISING REQUIREMENTS, BEST'S INSURANCE NEWS, and OFFICE during 1958.

*FOUR COLOR INSERTIONS



A good letterhead is always better...printed on a Gilbert Cotton Fibre Bond



1958 IS LAWSON LEADERSHIP YEAR

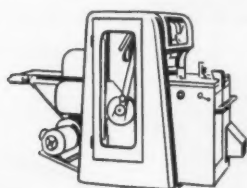
Lawson continues to demonstrate its pioneering spirit with an all-new Leadership Line. Pacemaker Hydraulic Clamp Cutters, 60", 66", 69", and the new Series V65-H, 46", 52", 55" Hydraulic Clamp Cutters. The new Series "C" Heavy Duty 3-Knife Rapid Trimmers. The new Lawson Hi-Speed Heavy Duty Multiple Head Drilling Machines. Other new advances are on the way—continuing the tradition of leadership that has been Lawson's since 1898.

THE LAWSON COMPANY

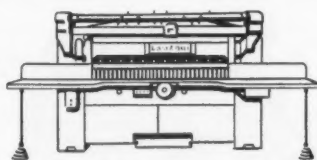
DIVISION OF MIEHLE-GOSS-DEXTER, INC.

Main Office: 426 West 33rd Street, New York 1, N. Y.

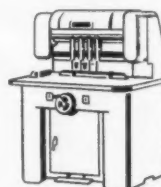
CHICAGO BOSTON PHILADELPHIA ATLANTA DALLAS



NEW 3-Knife Rapid Trimmer.



NEW Hydraulic Clamp Paper Cutters



NEW Multiple Head Drill

Month after month in America's leading business and management magazines, your customers are being told



This campaign will help you gain prestige for the work you do on Hamilton Bond. Advertisements appear regularly all year long in *Time*, *Business Week*, and *U.S. News and World Report*.

During the year, over 21 million individual copies of these magazines will carry Hamilton Bond advertisements. The copy always emphasizes the top quality of Hamilton Bond, its genuine watermark, its smooth and even surface, its strength and durability.

This year more than ever, you will win satisfied customers by standardizing on Hamilton Bond!



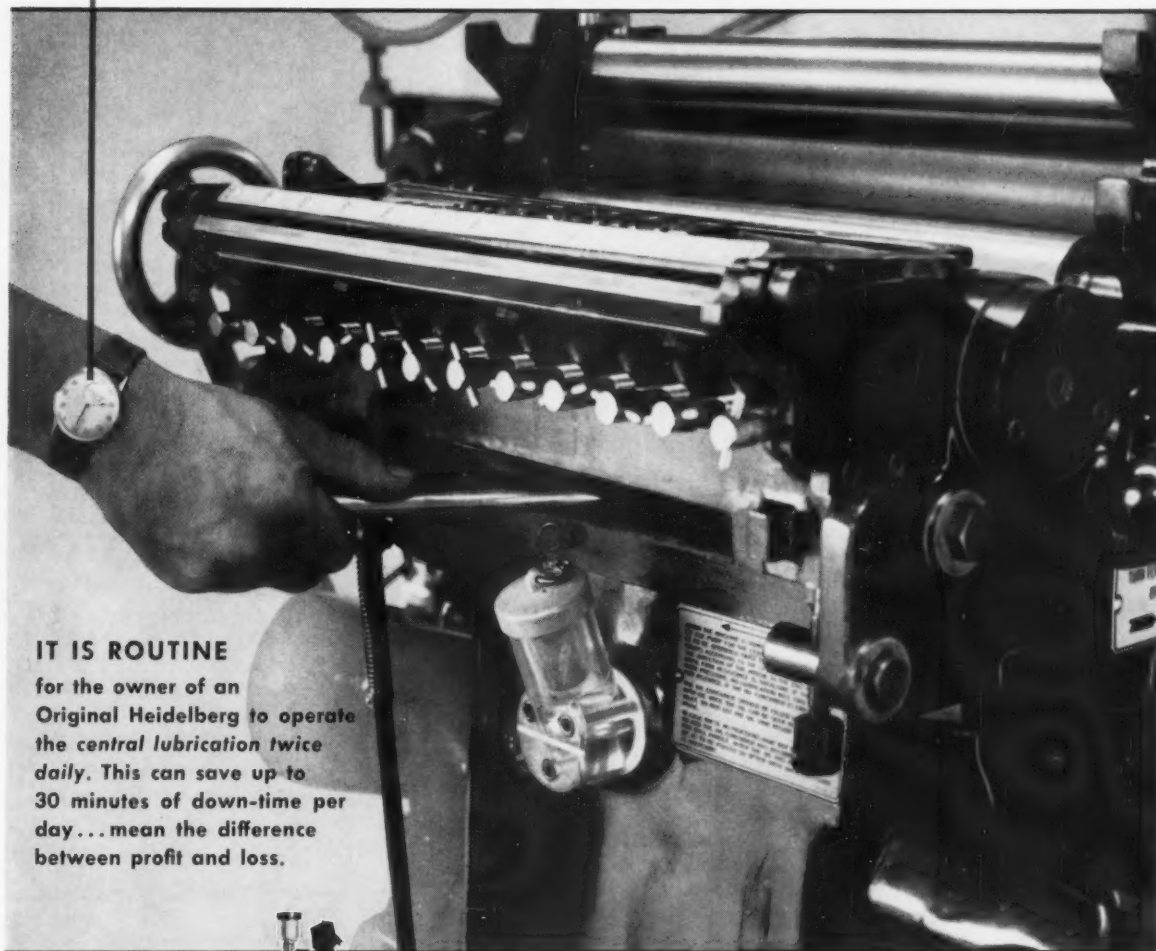
BUSINESS PAPERS...TEXT & COVER...OFFSET...BOOK

Hamilton Paper Company, Miquon, Pa. • Mills at Miquon, Pa., and Plainwell, Mich. • Offices in New York, Chicago, Los Angeles

21 MILLION INDIVIDUAL COPIES of these magazines will carry Hamilton ads during 1958

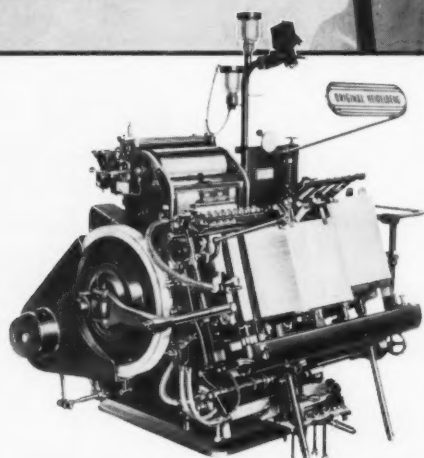


MOST PRINTERS HAVE ONLY 18 MINUTES, 45 SECONDS A DAY FOR NET PROFITS



IT IS ROUTINE

for the owner of an Original Heidelberg to operate the central lubrication twice daily. This can save up to 30 minutes of down-time per day...mean the difference between profit and loss.



Perhaps you don't have exact information about your operating costs. But reliable association data shows that Time—in terms of Net Profit—is brief in any one day. Original Heidelberg presses are designed to make every second count...to extend your profit-making time. Whether you own an Original Heidelberg Cylinder or Platen Press, you'll profit from such "future features" as greater speed, simplified makeready, central lubrication, automatic washup, and aerodynamic-controlled sheet delivery. Ruggedly-built for precision operation, your Original Heidelberg means a lifetime of profitable, top quality printing. Request a demonstration today.

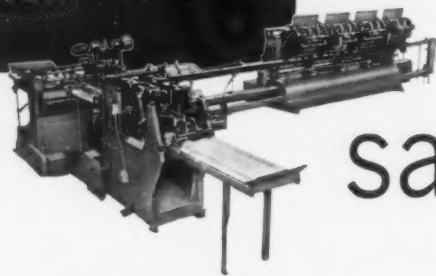
ORIGINAL HEIDELBERG®

distributors:

Heidelberg Eastern, Inc., Glendale, L. I., N. Y.
Heidelberg Western Sales Co., Los Angeles, Calif.
Heidelberg Southern Sales Co., Houston, Texas

Dexter

McCAIN-CHRISTENSEN
COMBINATION



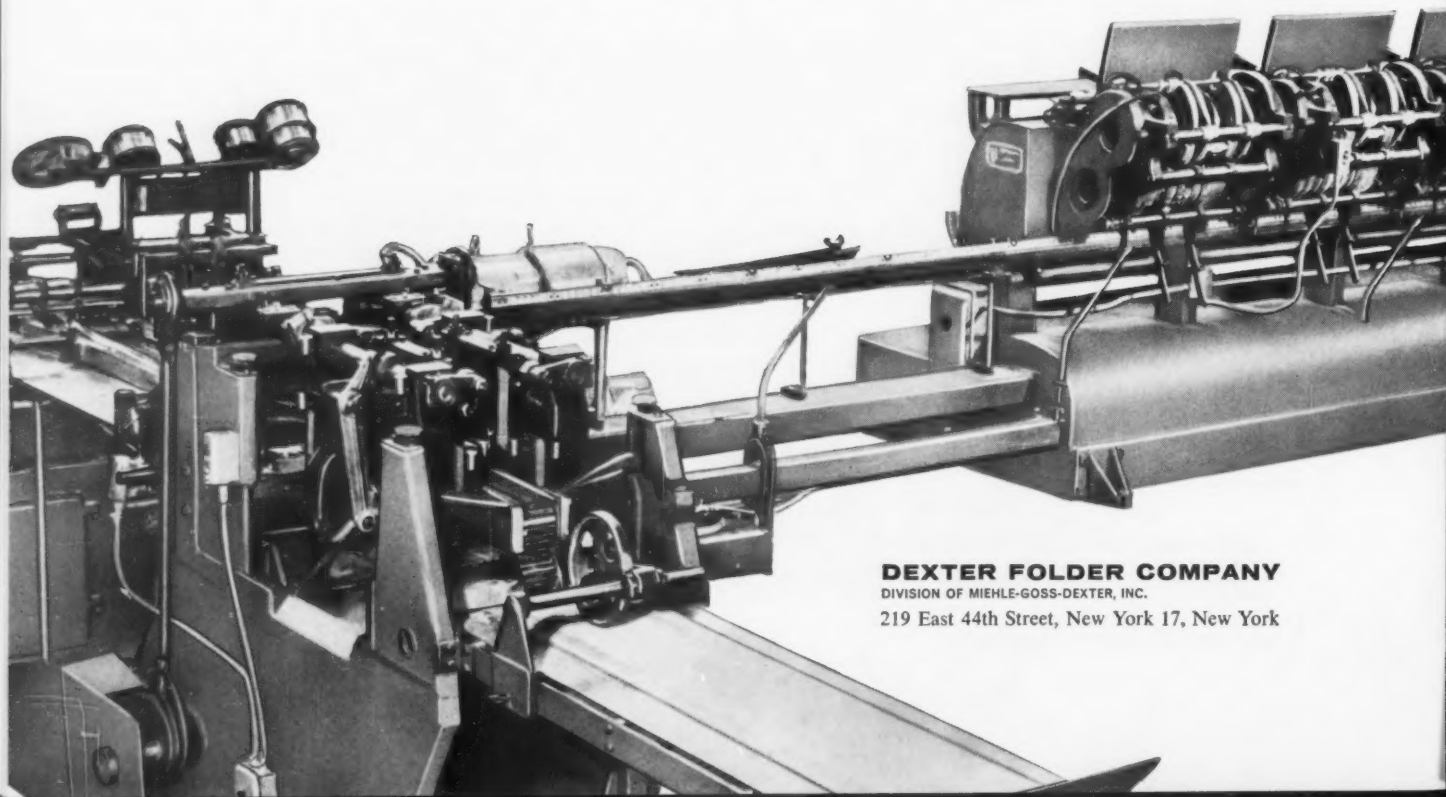
Automatic saddle stitching and trimming

GATHER, STITCH, TRIM IN ONE OPERATION

Your best bet to eliminate bindery bottlenecks and meet delivery dates is to gather, stitch, and trim in *one completely automatic* operation with signature feeders, a gang stitcher, and a three knife trimmer.

Here's a combination that's accurate—each unit is built for precision...that's efficient—reduces handling problems and space requirements...that's flexible—can be arranged in many ways to meet a wide variety of plant conditions...and it's fast—outproduces other comparable equipment on all jobs. That's when running jobs one up. Production can be increased even more by trimming two signatures at once or by installing a fourth knife attachment for cutting apart books which can be printed and bound two-up.

Write or call today for Dexter's new booklet, just off the press, which describes the McCain-Christensen Combination and the three easy steps toward *Automatic Saddle Binding*.



DEXTER FOLDER COMPANY
DIVISION OF MIEHLE-GOSS-DEXTER, INC.
219 East 44th Street, New York 17, New York



COLOR TALKS . . . and Hammermill Bond gives you 13 eloquent colors

Any way you use them, Hammermill Bond colors are worth a thousand words. In office Signal Systems, Hammermill Bond colors get action. In letterheads, Hammermill Bond colors help attract attention. As a background for type and ink, Hammermill Bond colors increase the effectiveness of selling copy.

And now Hammermill Bond comes in 13 sparkling colors (and white)—including a new shade of pink and a brand new color, green tint. You don't have to worry about getting a color match for previous orders,

either. Hammermill colors are made to match, run after run.

Hammermill Bond now contains Neutrancel®—the exclusive pulp that unlocks the secrets of hardwood to give an outstandingly level, more uniform surface for better printing, typing and writing. Hammermill Bond is cleaner, more opaque, has more bulk for that impressive feel.

When you want to attract attention, tell a story, get action—get Hammermill Bond—in colors. Hammermill Paper Company, Erie, Pennsylvania.

IVORY

BLUE

PINK

GREEN TINT

GREEN

BUFF

CAFE

GREY

CANARY

GOLDENROD

RUSSET

SALMON

CHERRY

Ask for

HAMMERMILL BOND

with Neutrancel's finer hardwood fibers

Camel's hair

***With Hammermill Offset
you can print the difference***

● Clothes make the man. And clothes reproduced on Hammermill Offset help make the man buy.

Hammermill Offset reveals fine distinctions in texture and color—shows the subtleties that make printed illustrations look like the real thing. Choose from 3 machine finishes—Wove, Vellum, Super-Smooth—and 5 embossed finishes—Linen, Laurel, Pearl, Handmade, Homespun. All finishes are available in new, brighter blue-white, with a smoother, more level printing surface—obtained from Hammermill's exclusive hardwood Neutrancel[®] pulp.

Lithographed on Hammermill Offset, Substance 70, Wove finish

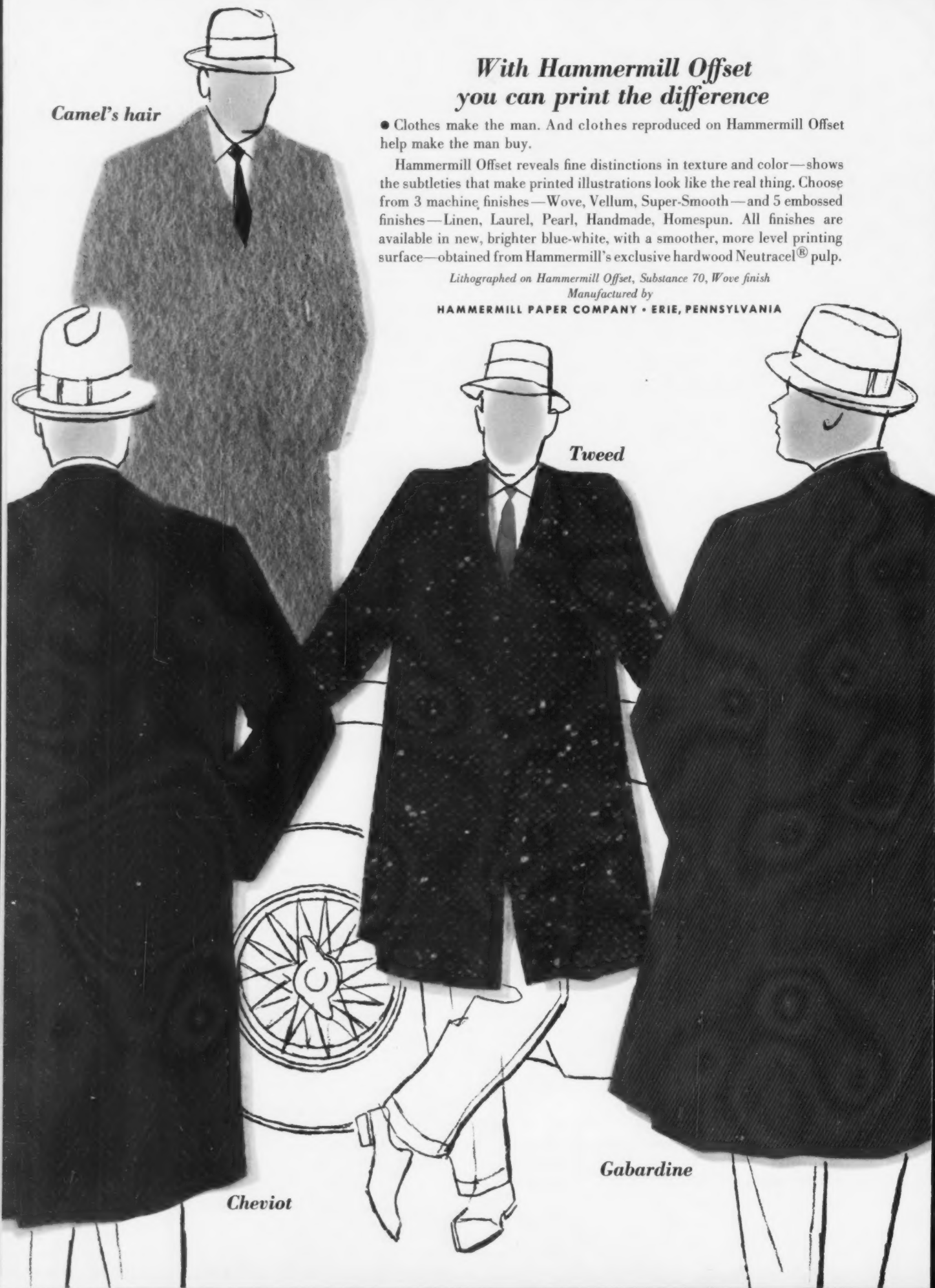
Manufactured by

HAMMERMILL PAPER COMPANY • ERIE, PENNSYLVANIA

Tweed

Cheviot

Gabardine





5 keys to 4-color register

Major key . . . the film that does tricks . . . Kodak Autopositive PB Film

Versatile Autopositive is available now on dimensionally stable polystyrene base to insure the close register you need with 4-color work.

Use Autopositive PB for lateral reversals . . . reflex printing . . . combinations of type, reverse type, and tints . . . type over halftones . . . and

step-and-repeat work of all kinds.

Your Kodak dealer has this useful, versatile, dimensionally stable new film in stock now. Ask him for a trial box of new Kodak Autopositive PB Film. Or have him arrange a demonstration with your Kodak technical representative.

The other 4 keys in the PB family:

- 2** Kodak Separation Negative PB Film for color separations



- 3** Kodalith Ortho PB Film, Type 3, .010-inch thick base for line and halftone work



- 4** Kodalith Ortho PB Film, Type 3, .005-inch thin base for combinations, reversals of line and halftones



- 5** Kodak Commercial PB Film for continuous-type negatives and positives



Text for this advertisement was set photographically.

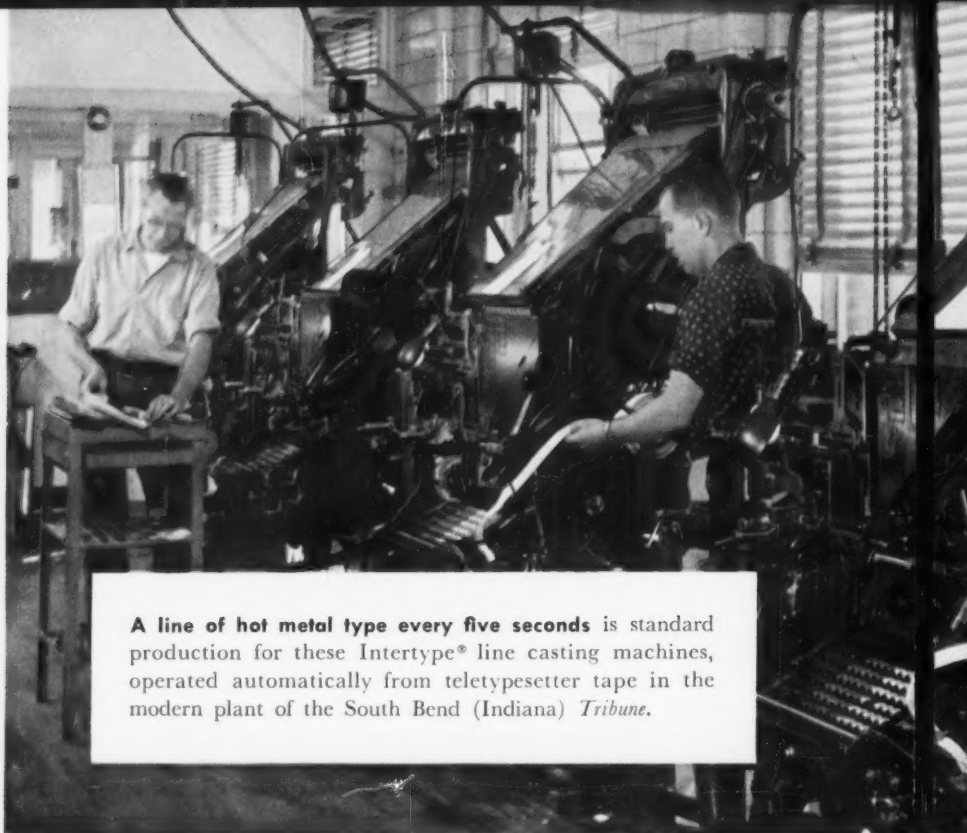
Write for your FREE copy of "The Kodak PB Family" which gives full details.

Graphic Reproduction
Sales Division

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Kodak
TRADE MARK

What's going on at



A line of hot metal type every five seconds is standard production for these Intertype® line casting machines, operated automatically from teletypesetter tape in the modern plant of the South Bend (Indiana) *Tribune*.

HARRIS-INTERTYPE CORPORATION

General Offices: 4510 East 71st Street, Cleveland 5, Ohio

Harris Presses • Intertype Typesetting Machines • Cottrell Presses
Seybold Cutters • Macey Collators • Harris Chemicals • Sensitized Plates

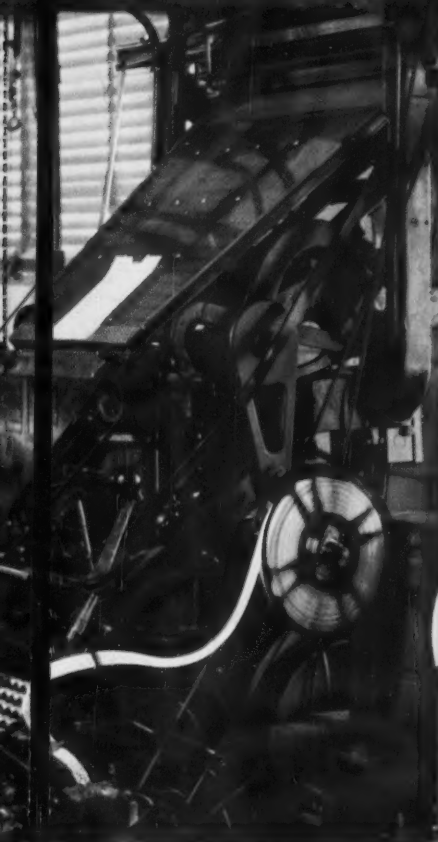


The Corporation's largest product line is offset presses. This report, however, shows four other products which are also helping printers and publishers to more profitable production. These pages were printed on the rotary letterpress shown at the lower right.

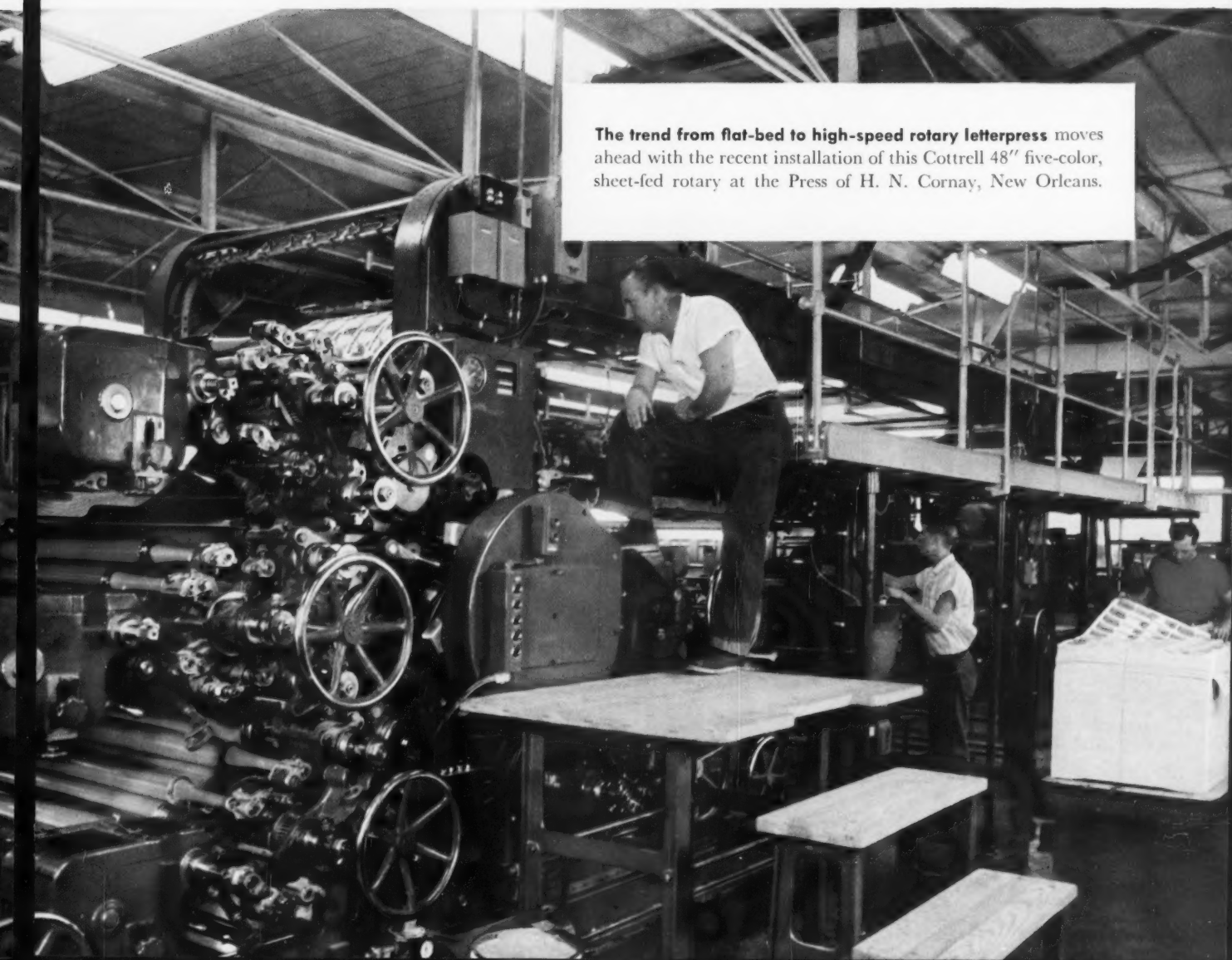


Less than six feet high, this eight-color gravure press is a pressman's dream. It's one of the line of Goebel Regina presses, now sold and serviced in the United States and in Canada by The Cottrell Company.





Automatic gathering and stitching in half the usual space . . .
for about half the usual cost. It's the new Macey Saddle Gathering
Machine you'll soon be seeing in binderies from coast to coast.



The trend from flat-bed to high-speed rotary letterpress moves
ahead with the recent installation of this Cottrell 48" five-color,
sheet-fed rotary at the Press of H. N. Cornay, New Orleans.



NCR PAPER gives you faster, cleaner **COPIES WITHOUT CARBONS**

Business forms users everywhere are discovering that NCR Paper speeds up their work. Without using carbon paper or even any carbonization, this amazing paper makes perfect copies of sales slips, invoices, premium notices, stock requisitions—any one of hundreds of applications where clean, clear copies are needed.

Non-smearing NCR Paper, perfected by the research laboratories of The National Cash Register Company, eliminates smudging of copies or fingers and

is easy to handle because it requires no carbon inserts. Up to five legible copies can be made with a standard typewriter, ball-point pen or pencil and eight or more with a business machine or electric typewriter.

NCR Paper is simple to use. Just put together several forms. Copies are obtained from hand written or business machine or typewriter forms. Finished copies are always neat and clean, easy to read.

NCR Paper's market for business forms is tremendous! Investigate today.

NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.

*TRADE MARK REG. U. S. PAT. OFF.

National*

NCR PAPER AND SUPPLIES

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

ANOTHER PRODUCT OF
THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

989 OFFICES IN 94 COUNTRIES



PLAN FOR QUALITY

Much as experience and equipment enable
snow-country folks to keep their roads open
at all times, the know-how and resources of
Cantine's life-long specialists in coating paper
enable printers to negotiate whatever
hills and valleys *they* encounter. Specify
paper from the "life-long" mill — —

Cantine's Coated Papers

LETTERPRESS

HI-ARTS
ASHOKAN
M-C FOLDING BOOK
M-C FOLDING COVER
ZENA
VELVETONE
SOFTONE
ESOPUS TINTS
ESOPUS POSTCARD

OFFSET-LITHO

HI-ARTS LITHO C.1S.
ZENAGLOSS C.2S.
ZENAGLOSS COVER C.2S.
LITHOGLOSS C.1S.
CATSKILL LITHO C.1S.
CATSKILL OFFSET C.2S.
ESOPUS POSTCARD C.2S.
ESOPUS TINTS
CANTINE'S DULL OFFSET C.2 S.

• THE MARTIN CANTINE COMPANY
Specialists in Coated Paper since 1888
Saugerties, N. Y. and New York City
In San Francisco and Los Angeles —
Wylie & Davis



RAYMOND LOEWY, world-famous industrial designer, explains:

"A beautiful product has a promise to keep"

"Its performance must match its beauty. We apply this principle as much to the papers we use as to the products we design.

"Naturally we want the visual beauty and crispness of cotton fiber paper in our business letterheads. But its strength and permanence are important to us in drawing, tracing, and record-keeping papers as well."

Tough, flexible cotton fibers, crafted with traditional skill and specialized machinery,

create papers of balanced quality. Papers that *perform* as handsomely as they look and feel . . . in business and social stationery, onion skin, index, ledger, drawing, tracing and blue print papers.

For practical reasons . . . as well as prestige . . . make sure the papers you use are made with cotton fiber—25% minimum up to 100% in the finest grades.

© Cotton Fiber Paper Manufacturers, 122 E. 42nd St., N.Y.C.



BETTER PAPERS ARE MADE WITH COTTON FIBER

LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

new for letterpress and offset



faster drying blacks

They set in a SPLIT SECOND!

No.	TYPE OF BLACK
91	Job Black for absorbent stocks. Can be left on press several days.
92	Regular Job Press Body Black. No drier, can be left on press overnight.
93	Halftone Cylinder Black. No drier, can be left on press overnight.
94	Halftone Cylinder Black. Contains drier, cannot be left on press overnight.
95	Halftone Cylinder Press Black. Contains drier and compound for added rub and scratch resistance. Cannot be left on press overnight.
47	Offset Halftone Black, most popular. Contains drier, and cannot be left on press overnight.

IPI Speed King Blacks are newly improved packaged inks. There are six different blacks for different specific uses: A job black for absorbent stocks, a regular job press body black, three halftone cylinder press blacks and an offset halftone black. Although these blacks vary somewhat in degree of characteristics, in general they offer these advantages:

1. Split-second setting
2. Ultra fast drying
3. Improved press stability
4. Less dryback—almost as bright dry as wet (on coated stock)
5. High finish on coated stocks and brilliant finish on enamel, *Kromkote*, *Lusterkote* and CIS label papers
6. Print sharp and clean

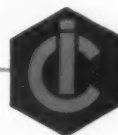
If you have not yet tried Speed King blacks, contact your IPI salesman. He will be glad to arrange a trial run.

IPI, IC and Speed King are trademarks of Interchemical Corporation



INTERCHEMICAL PRINTING INK
CORPORATION DIVISION

EXECUTIVE OFFICES: 67 W. 44th ST., NEW YORK 36, N. Y.



**NOW! M-J
adds AccuRay***

**TO INSURE
ABSOLUTE UNIFORMITY**

**OF GLUE FILM
ON M-J GUARANTEED
FLAT GUMMED PAPER**



How Nucleonics Guarantee A Perfect Gummed Sheet

AccuRay's electronic eye constantly scans the web of gummed stock as it comes off the gumming machine. Any minute variance of glue film is immediately noted and automatically corrected by AccuRay's lightning-fast electronic brain.

A second AccuRay electronic eye scans the stock as it leaves the unwind end. This eye measures the density of the paper and co-ordinates gumming with the findings of the AccuRay eye at the wind-up end. AccuRay makes a continuous charted record of the glue film uniformity.

Here is the ultimate in glue film control, delivered by AccuRay, an outstanding example of the use of nucleonics in industry.

*Reg. T.M. of Industrial Nucleonics



You Benefit 4 Ways From Uniform Glue Film

1. *Even glue film* means sheet will lie flatter, stay flat under normal humidity changes.
2. *Even glue film* improves sheets printing quality. If glue backing is even, intensity of ink will be even on print side.
3. *Even glue film* insures faster remoistening of adhesive. No low areas to miss moistening, gum also "sets up" quicker.
4. *Even glue film* assures better adherence to any surface. No thin gummed areas, no high points, overall gum contact guaranteed.

M-J Guaranteed Flat Gummed Papers are available in white English finishes, super calendereds, coateds, colored mediums, plateds, metallics and Day-Glo in a wide range of adhesives for every label application. Ask your paper merchant salesman about them today.

LUDLOW PAPERS, INC.
Fine Papers Division
Brookfield, Massachusetts



CHOICE OF THE LEADERS...

GOSS magazine presses

**LEADING PLANTS WHICH
HAVE CHOSEN GOSS
MAGAZINE AND PUBLICATION
PRESSES INCLUDE:**

Baird-Ward Printing Co., Inc.
George Banta Co.
Charlton Press, Incorporated
R. R. Donnelley & Sons Company
Fawcett-Dearing Printing Co.
W. F. Hall Printing Company
Hildreth Press, Incorporated
Miles Kimball Company
MacLean-Hunter Publishing Co., Ltd.
McCall Corporation
Meredith Publishing Company
The Wesleyan University Press, Inc.

Today, progressive printers of magazines—both national and trade—are more concerned than ever with increasing production, improving quality and reducing costs in the pressroom. More and more leading plants are finding that the advanced design features, dependability and operating economies of Goss web fed presses provide the answers to these problems.

GOSS MAGAZINE PRESSES are outstanding for the longest runs as well as for magazines of moderate circulation...speeds up to 2000 feet per minute...32 to 196 page capacity...built from one-color to double six-color...equipped with heavy duty folders and wire stitchers...automatic, electronic register control...Goss designed inking and exclusive features for highest quality printing...complete operating accessibility.

GOSS UNIT-TYPE PUBLICATION PRESSES are especially designed to print magazines above 30,000 circulation...speeds up to 1500 feet per minute...page and color capacity expandable due to unit construction...wide range of color flexibility...economical...compact...accessible.

THE GOSS PRINTING PRESS COMPANY

A Division of Miehle-Goss-Dexter, Incorporated
5601 WEST 31ST STREET, CHICAGO 50, ILLINOIS

YOU'RE JUDGED BY **your presence**



YOU'RE JUDGED BY **your printing**

THIS CONSTANT REMINDER...

For more than 40 years the S. D. Warren Company has reiterated an important message to businessmen — "call in a good printer at the beginning of your job." Our goal is to make executives aware of the importance of quality printing and of the help you can provide in its production. The advertisement reproduced on this page appears in *The Saturday Evening Post* and *Business Week* — Feb. 8, 1958 issues. (Total circulation more than 5,500,000.)

When you make a speech, your listeners judge your voice, your delivery as

A GOOD printer can help you. Call in a good printer at the beginning of your job. He can help you cut costs, use modern techniques, improve printing quality, produce literature that sells — and keeps on selling.

Very likely he'll recommend Warren's High Standard Printing Papers. He knows that fine printing begins with fine papers, and that Warren Papers are unparalleled in their field. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

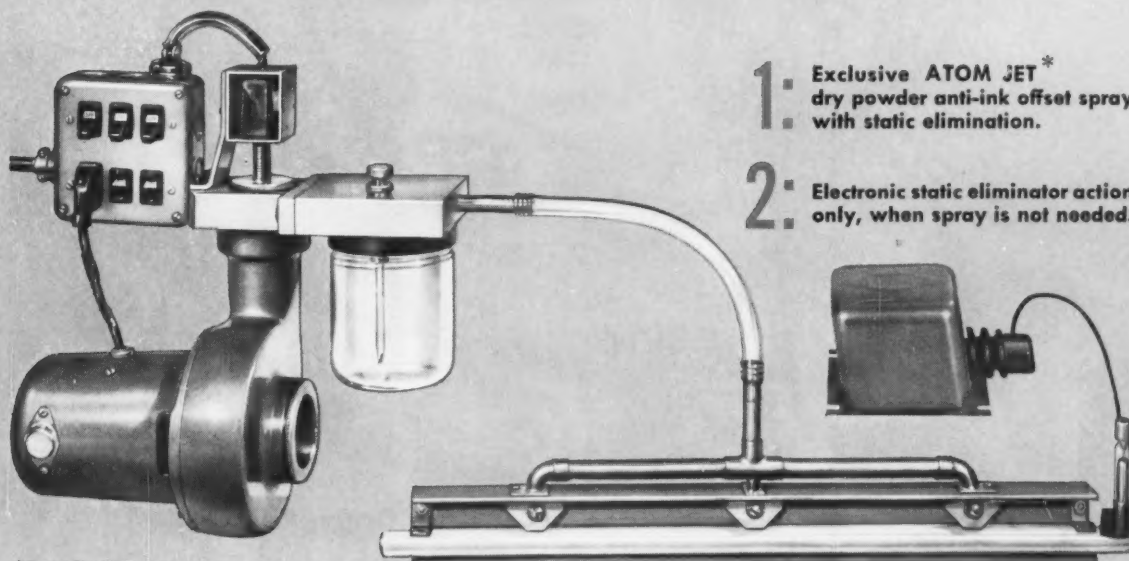
Warren's

HIGH STANDARD

**printing papers
make a
good impression**

NEW OXY-DRY

DOUBLE-ACTION ATOM JET INK OFFSET PREVENTION SPRAYER



* Patent Pending

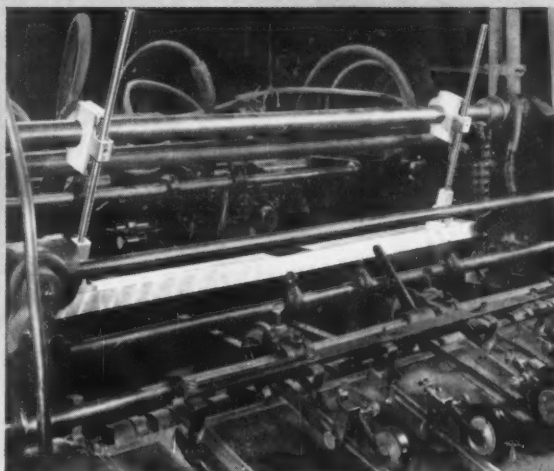
- 1: Exclusive ATOM JET* dry powder anti-ink offset spray with static elimination.
- 2: Electronic static eliminator action only, when spray is not needed.

FOR ALL SMALL PRESSES FROM MULTILITH TO 21" x 28" PRESS SHEET SIZES

Now, dry powder can be *bonded* to the press sheet at maximum speeds on small presses by OXY-DRY electron tube dispersal technique. The ATOM JET SPRAYER incorporates as many of the famous OXY-DRY patented electronic dry powder dispersion principles as can be included in a sprayer for *small* presses up to 21" x 28".

The ATOM JET SPRAYER coats sheets evenly and completely and removes static electricity at the same time. This means, *full, free-flowing loads, perfect ink offset prevention, greater press speeds, cleaner, clearer, sharper* impressions. No static to slow up operations. And, when ink offset prevention is not needed, the electronic neutralizing action can be run independently of the dry powder sprayer.

This *double action* at great savings is yours only with the ATOM JET SPRAYER. It is the OXY-DRY answer to the tremendous demand for an OXY-DRY sprayer for small presses that would have the most outstanding features of our major press equipment at a cost well within reason! For more details write, wire or phone us today.



Optional equipment: Our Electronic Neutralizer can be positioned at the feed end of the press, using the same transformer that operates the ATOM JET SPRAYER at the delivery end; about \$50 additional.

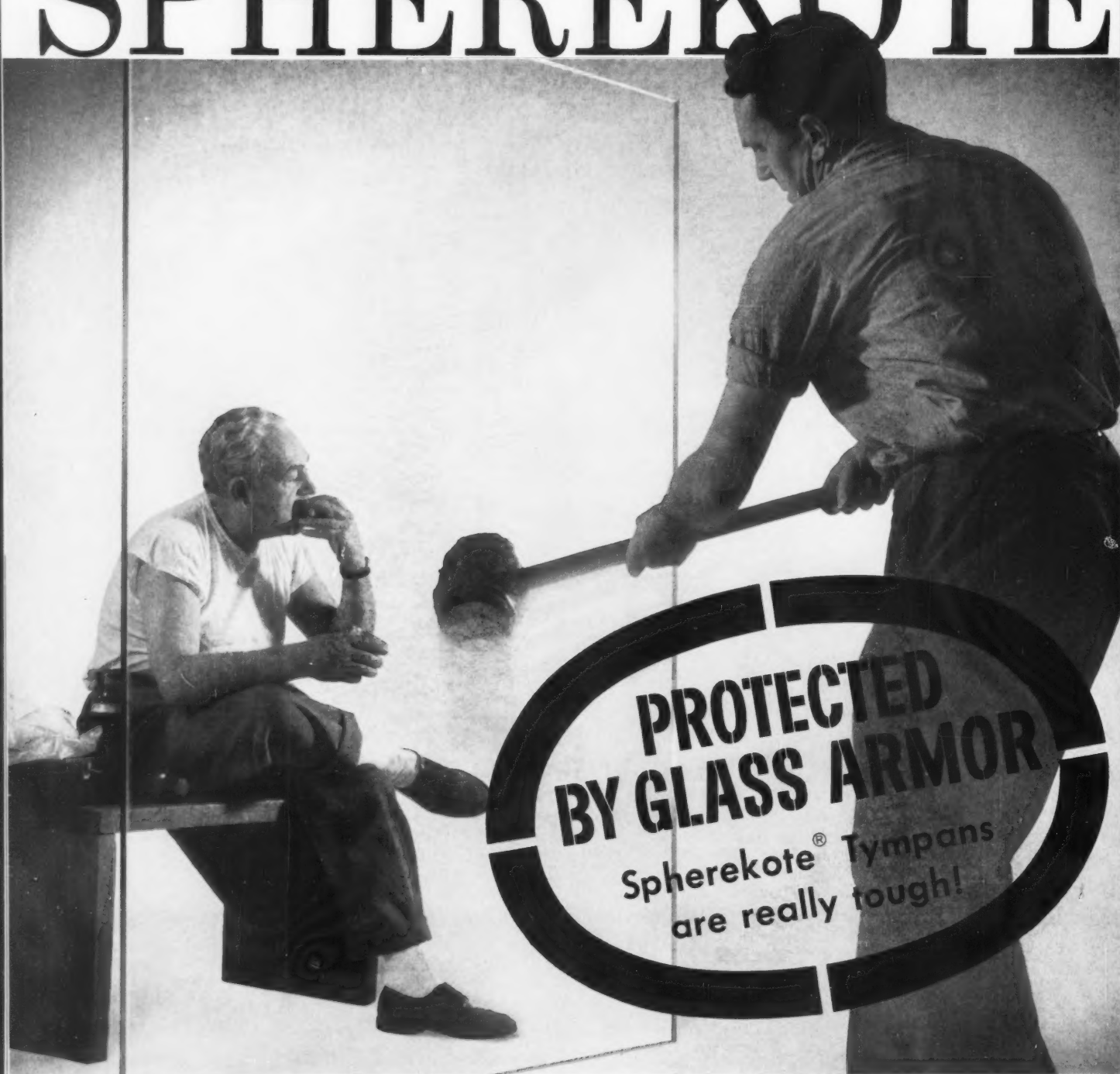
OXY-DRY SPRAYER CORPORATION
NEW YORK CHICAGO SAN FRANCISCO

Dept. IP, 1134 West Montrose Avenue, Chicago 13, Illinois

Also Manufacturers of:

ANTI-INK OFFSET POWDERS • ELECTRONIC NEUTRALIZERS • SHEET CLEANERS • WEB CLEANERS • DIE-CUT BLANK CLEANERS • PLATE WASHERS & DRYERS • PLATE GRAINERS

SPHEREKOTE



Protects Makeready, won't beat down! Just as this shatterproof glass panel protects against mallet blows, the *glass armored* surface of "Spherekote" Tympan protects makeready and packing against the rugged pounding of your presses. Multi-millions of tiny, tough glass beads fused to a durable base stock form this super-smooth, super-strong surface—literally a protective shield of glass armor. But superior performance is only half the "Spherekote" story.

The other is the service and technical help available to you through your 3M "Spherekote" representative. He has the answer to many of your printing problems . . . or he can get the answer for you from the renowned Printing Products Research Laboratories of Minnesota Mining and Manufacturing Company. *He's a man you should know.* For more details—and a sample swatch of glass-armored "Spherekote" Tympan Covers, write: MINNESOTA MINING AND MANUFACTURING COMPANY, DEPT. DA-18, ST. PAUL 6, MINNESOTA.



REG. U.S. PAT. OFF.

SPHEREKOTE

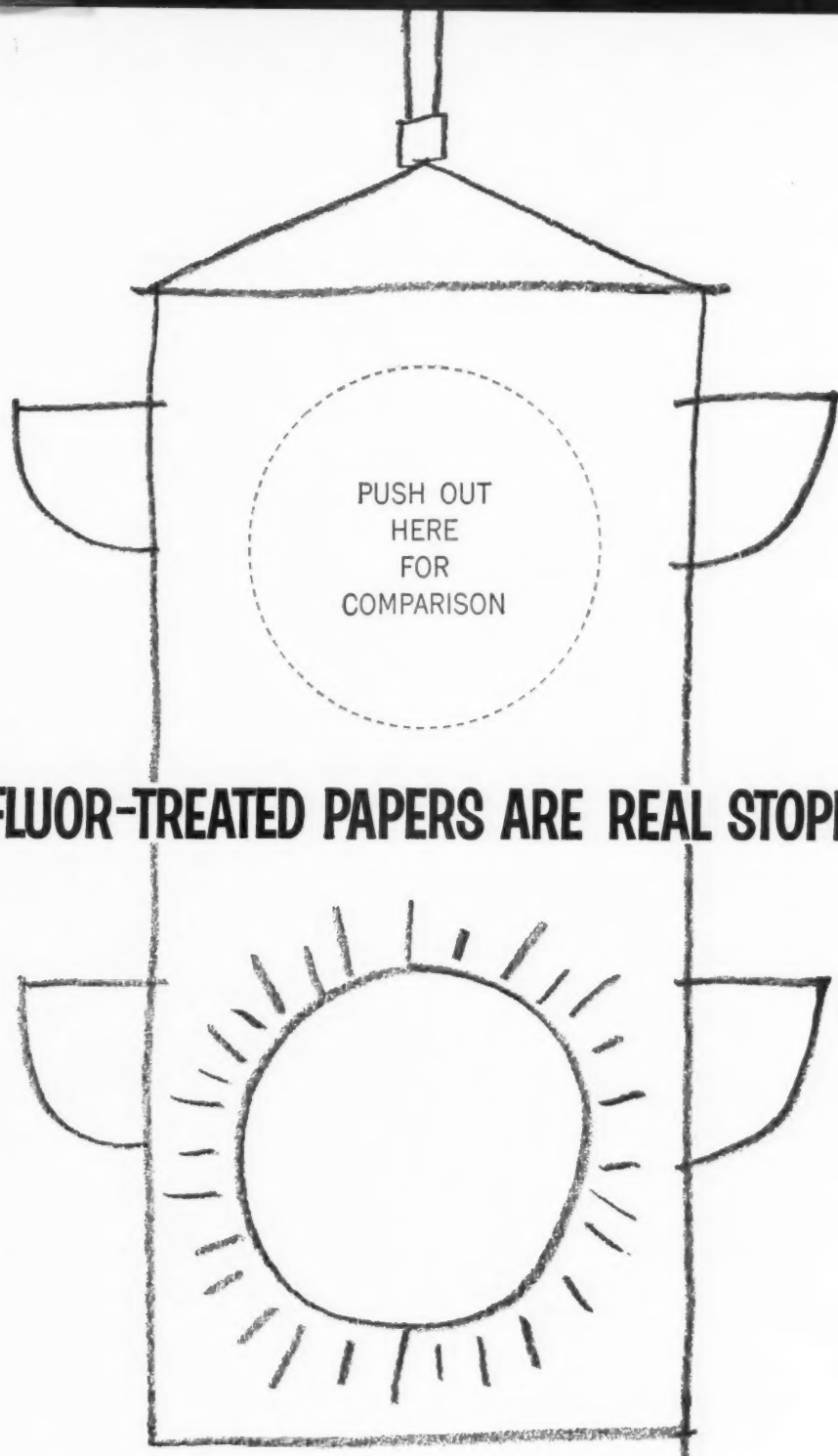
BRAND

TYMPAN
COVERS

Made in U.S.A. by Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. General Export: 99 Park Avenue, New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.



(TEAR HERE FOR READY REFERENCE)



CALCOFLUOR-TREATED PAPERS ARE REAL STOPPERS!

This is not just another white sheet but the whitest coated stock now in regular production. Its sparkling brilliance can mean greater profits for you. Just push out the perforated area above and slide any ordinary coated white sheet underneath for comparison. What makes the difference? This paper contains **CALCOFLUOR*** WHITE

(see other side)

Exciting, whiter-than-white CALCOFLUOR-treated papers make product illustrations sparkle . . . virtually double the effectiveness of calendars, brochures, annual reports, letterheads, or any printing job in which whiteness is of prime importance.

Eye-appeal . . . vitality . . . and real selling power are some of the outstanding competitive advantages you can help your customers gain by recommending papers treated with CALCOFLUOR* White. They will enhance the quality of your own good work, and point the way to more business . . . greater profits.

See for yourself what a striking difference CALCOFLUOR-treated papers can make! Ask your jobber for samples, or write to Cyanamid.

*Trademark

"On the recommendation of our printer (Edmund R. Davidson), we selected a CALCOFLUOR-treated paper for the brilliant white pages of our Christmas catalog. I'm certainly delighted with the crisp, clean look of copy and illustration."

—says Mr. RICHARD WOLFE
Purchasing Agent
Wallachs, Inc.
New York City

CYANAMID

AMERICAN CYANAMID COMPANY
DYES DEPARTMENT

Bound Brook, New Jersey

New York • Chicago • Boston • Philadelphia
Charlotte • Providence • Atlanta • Los Angeles
Portland, Oregon

North American Cyanamid Limited
Dyes Department • Montreal and Toronto

CALCOFLUOR

Symbol for  Quality Dyes

TAKE A CLOSE LOOK...



at a *Hantscho* ROLL TO FOLD LITHO NEWSPAPER PRESS

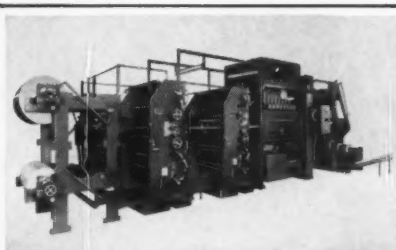


2-UNIT 22 3/4 x 36 OFF-
SET PRESS WITH FOLDER

Here's press equipment that any fast-growing daily newspaper can use profitably. It not only provides greatly increased production without increasing number of man-hours, but the initial installation cost is **LOW!** *We invite you to check these statements.*

A two-unit perfecting web press will lithograph two colors on each side of a web and deliver a four page newspaper, an 8 page tabloid or 16 page maximum 9 x 11 3/8 untrimmed. Or, running two webs, will lithograph one color on each side and will deliver an 8 page newspaper, a 16 page tabloid or a 32 page maximum 9 x 11 3/8 signature. Additional printing units can also be added at any time to meet future expansion problems.

Added advantages are improved over-all appearance . . . much finer screen half tone reproduction . . . spot and *ROP* color as desired . . . fine register . . . possible use of cold type composition . . . and *more* economical production because *more* papers are produced within the same time.



2-UNIT 22 3/4 x 36 OFFSET PRESS
WITH DRYER AND FOLDER

Hantscho Roll Fed Offset Presses of this and other sizes are being used by commercial lithographers for the printing of magazines, inserts, charts, books, manuals, etc. Send for descriptive literature.

GEORGE *Hantscho* CO., INC.

602 SOUTH 3rd AVENUE
MOUNT VERNON, N. Y.

MIDWEST REPRESENTATIVES:
153 WEST HURON STREET
CHICAGO 10, ILLINOIS

Swaying 'em for you (CUSTOMERS, THAT IS!)

■ These hula girls appear in Consolidated national advertising* . . . persuading buyers of printing to take a look at the big saving you offer with Consolidated Enamels.

As more and more buyers join the swing to enamel printing papers made on the paper machine (the modern method pioneered and perfected by Consolidated), you'll find it really pays to specify Consolidated.

Only Consolidated offers consumer acceptance created by year after year national advertising. Only Consolidated offers the matchless press performance of over 2 million tons successfully used. *Yet Consolidated Enamel Printing Papers cost less than other enamels of equal quality.*

FREE TRIAL SHEETS are available from your Consolidated Merchant. Compare performance, results and costs with the paper you're now using—regardless of coating method. See why so many printers quote lower, confidently with Consolidated.

Available only through your Consolidated Paper Merchant



Consolidated

ENAMEL PRINTING PAPERS
a complete line for letterpress and offset printing
CONSOLIDATED WATER POWER AND PAPER COMPANY
SALES OFFICES: 135 S. LA SALLE ST. • CHICAGO 3, ILL.

For longer type life...



this "triple decker" diet

Plastiply is the *safety-soft* matrix board.
Safety-soft for full protection of type.

Econo "builds in" this *safety-soft* feature. Plastiply's exclusive formula and laminate construction mean only two-thirds the molding pressure you might expect. Whether you use the 2, 3, or 4-ply construction, Plastiply assures maximum protection for your type.

Plastiply gives you a more uniformly accurate plate printing height for better coverage and cleaner reproduction; its density and thickness are uniform. Any 30" sheet of Plastiply varies no more than + or - .004" throughout in thickness, and no more than 1/2 ounce in weight.

Plastiply is available in a range of 22 precision tailored grades. One or more of them is certain to give you exactly the right qualities you need for your most critical printing jobs. For further details, phone or write: Econo Products, Inc., 132 Humboldt Street, Rochester 10, New York.



200,000 miles

That's what Econo field representatives travel each year to help smooth customers' rubber plate printing operations. A trained Econo man is at YOUR service, too.

Warehouses in Rochester, Atlanta, Los Angeles, San Francisco and Portland. Foreign representation in principal cities throughout the world.

ECONO

Plastiply

Flexography's first and finest matrix board



Color separations courtesy of The Atlantic Refining Company

"We've tried them all. Cronar® keeps its fit."

— Ben Wojtowicz, Plant Superintendent,
McCandlish Lithograph Corporation, subsidiary
of U. S. Printing & Lithograph Co., Phila., Pa.

McCandlish, one of the nation's leading color shops, has been using film based on "Cronar" for the past twelve months. Here's what the plant super says about Photolith Ortho A on "Cronar" polyester photographic film base.

Stability: "We've tried just about every film on the market, and 'Cronar' is one that keeps its fit, no matter what atmospheric conditions exist in our shop. Naturally, this has cut down make-over time tremendously."

Dot etching: "Photolith Ortho A on 'Cronar' gives us extremely hard dot structure and helps eliminate problems in dot etching."

Ruggedness: "'Cronar' won't kink or buckle, and we have found this film exceptionally tough. Since the film is so rugged, it's almost impossible to tear, even deliberately."

To sum up, Ben says, "Everybody in the shop, from photographer to platemaker, is sold on 'Cronar.' At first some of us were dubious about this film. But I can tell you this: after a year of using 'Cronar' we're *all* sold on it. It's helped us out of many a jam and saved us many a dollar!"

Try Du Pont films on "Cronar" for *all* of your halftone work. You'll see the difference on your very first job.

E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.



DU PONT GRAPHIC ARTS FILMS

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

TOGETHER

for the first time...



PRECISION OF
COTTRELL MAGAZINE
FOLDERS



QUALITY OF
HARRIS OFFSET PRESSES

New Harris-Cottrell Web Offset Presses

combine the precision and productivity of Cottrell magazine folders with the quality and speed of Harris offset presses.

If greater profits from volume production of catalogs, tabloids, newspapers and magazines with high-

quality standards is your goal, the new Harris-Cottrell Web Offset Press is what you've been waiting for. The new line includes "standard usage" machines in the 22 $\frac{3}{4}$ x 38" and 35 x 50" sizes as well as custom presses to meet special requirements.

We'd like to discuss with you these Harris-Cottrell Web Offset Presses and how they can fit into your production picture. Write us at the address below, or call PAwcatuck 5-5731.



THE COTTRELL COMPANY

A Subsidiary
of Harris-Intertype
Corporation

Westerly, Rhode Island

SHIP VIA UNITED— THE WORLD'S LARGEST HIGH-SPEED CARGO LIFT

UNITED offers you the world's largest 365-m.p.h. cargo lift, because every DC-7 in the fleet carries 9000 pounds of air freight. Add to this the hefty capacity of United's DC-6A Cargoliners plus the extra cargo space on *every* passenger Mainliner® and you have the most flexible air freight service available. And when you ship United, you take advantage of such features as Reserved Air Freight (guaranteed space), direct airways to 80 cities, door-to-door service and fleet-wide radar dependability. Also, you enjoy the close co-operation that's a matter of pride with United, where extra care is basic policy.

*For service, information or
free Air Freight booklet,
call the nearest United Air Lines
Representative, or write
Cargo Sales Division,
United Air Lines, 36 South
Wabash Avenue, Chicago 3, Ill.*



IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE

**YOU GET
ALL
WITH
ONE CALL**



**NEKOOSA merchants offer a COMPLETE LINE
of business and printing papers**

We are proud of our Nekoosa Paper Merchants and the complete service they offer printers. In addition to Nekoosa Papers, most of our Merchants also handle other quality lines. And many of our Merchants have taken training courses at our mills . . . giving these Merchants technical knowledge that has proved useful to printers everywhere.

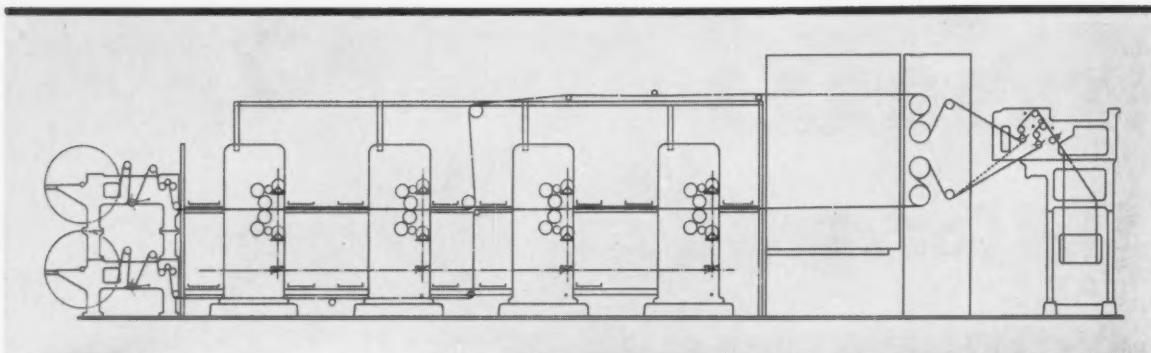
Nekoosa Bond
Nekoosa Ledger
Nekoosa Duplicator
Nekoosa Mimeo
Nekoosa Manifold
Nekoosa Offset
Nekoosa Opague
Nekoosa Copy-Fax
Nekoosa Master-Lucant
and companion ARDOR Papers



**Nekoosa
PAPERS**

NEKOOSA-EDWARDS PAPER COMPANY
PORT EDWARDS, WISCONSIN

With the ATF 22³/₄ x 35 Publication Press you can handle all these color combinations and signature sizes



		number of webs	colors on each side of web	Number of folded pages			
				Newspaper, maximum page size 17 ¹ / ₂ x 22 ³ / ₄	Tabloid, 11 ³ / ₈ x 13 to 17 ¹ / ₂	Magazine Signature, 6 ¹ / ₂ to 8 ³ / ₄ x 11 ³ / ₈ untrimmed	Magazine Signature, 5-11/16 x 17 ¹ / ₂ untrimmed
1 UNIT		1	1	4	8	16	16
		2	2	8	16	32	32
2 UNITS		1	3	4	8	16	16
		1	1	8	16	32	32
		2	2	12	24	48*	48
		4	4	16	32	—	—
3 UNITS		1	4	4	8	16	16
		2	2	8	16	32	32
		2	1	12	24	48*	48
		4	2	16	32	—	—
4 UNITS		1	4	4	8	16	16
		2	2	8	16	32	32
		2	1	12	24	48*	48
		4	2	16	32	—	—

Along with extreme flexibility, this ATF Publication Press gives you special features that spell out high production on a variety of jobs:
newspapers, magazines, catalogs, books.



American Type Founders

Web Division, 200 Elmore Avenue, Elizabeth, N. J.

- Better, more profitable printing ... from the most complete line of equipment

*Signatures of over 32 pages are possible but weight of stock would be the determining factor.

- ♦ Grouped controls for ink form rollers, ink ductors, and water dampeners.
- ♦ Independent upper and lower unit register controls for side and running way adjustments.
- ♦ Printing units and roll stands are gear driven, eliminating old-style chains.
- ♦ Upper and lower plates can be changed simultaneously in less than five minutes without breaking web.
- ♦ Both full width cross perforation and slot vertical perforation to eliminate corner wrinkling in folding operation.
- ♦ Speed up to 20,000 cylinder revolutions per hour for both press and folder. (Reduced speed required for delivering right angle and chopper folded signatures.)

Get the facts on the economics of web printing. Write for ATF's Web-Fed vs. Sheet-Fed Booklet—a comparison of web offset printing costs with sheet-fed costs (letterpress and offset).



COLOR PHOTOGRAPH BY ANTON BRUENL

Gallery of Letterhead **ANTIQUES**

REMEMBER THESE CHROMOS? Woodcut pictures of the plant. Steel engravings of the founder. Company names replete with Spencerian flourishes. Elaborate trade marks. It hasn't been too long ago since these were commonplace letterhead elements, but where do you find them now?

There have been immense changes and improvements in letterhead paper, too. As a look at HOWARD BOND will tell you, it has a whiteness, a crispness, a quality of texture that has never been surpassed in a paper of its grade. It is, in every sense, a proper paper for your letterhead, and a distinguished vehicle

for your business correspondence.

Ask your printer or paper distributor to show you samples of HOWARD BOND. Chances are you'll join the thousands of American businesses who use it for every letterhead need.

PRINTERS! *This message appears in advertising magazines read by your customers.*

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Camberra finish



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Camberra finish





NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Ike May Ask for Tax Cut To Give Spur to Business

President Eisenhower might recommend tax cut "if expected business upturn fails to develop about mid-year" . . . Ike said reduction would be real stimulant to business . . . Administration looks for summer upturn in business but does expect current recession to continue at least through March.

Expect Rise by Mid-Year In Consumer Spending

Economists expect rise in consumer spending after mid-year. Savings accounts rose in January, spending dipped . . . most buyers cautious . . . satellite success helped promote general optimism . . . businessmen look for better days.

Postal Battle Still On; 4¢ 1st Class Rate Due

Congress won't grant Eisenhower request for 5¢ out-of-town letter mail, Washington observers say . . . rate will be boosted to 4¢ . . . President forecast postal deficit of \$144-million, will likely turn out to be \$300-million . . . Gov't will try to make up loss with 2nd, 3rd class boosts.

LTF Meeting Feb. 19-20

Lithographic Technical Foundation holds annual members' and directors' meeting Feb. 19-20, Conrad Hilton Hotel, Chicago. New officers and six directors to be elected.

Mergenthaler Linotype Names New President

J. A. Keller named new Linotype president in surprise move. Martin M. Reed, former president, resigned . . . Reed will remain on board . . . Keller joined firm in 1955 . . . was formerly executive vice-president . . . full details in March IP.

Floyd Larson Resigns As Craftsmen's Governor

Floyd C. Larson has resigned as International Craftsmen's governor effective Aug. 12 . . . says he won't be candidate for vice-presidency at Detroit convention. His executive secretary duties with International Assn. of Electrotypers and Stereotypers require his full attention next few years.

Westvaco Producing New Stretchable Paper

Stretchable paper said to have "unprecedented toughness" now in production by West Virginia Pulp & Paper Co. . . . designed initially for kraft packaging, bags, wrappers . . . future uses include disposable paper articles, gummed and pressure sensitive tapes.

(Over)

NEWSLETTER

(Continued)

Census Bureau to Request Statistics From Printers

Census Bureau planning to conduct business census based on 1958 statistics . . . Horace Hart, director, Government Printing & Publishing Industries Division, suggests that printing industry set up records to provide information on amount of paper and board purchased and consumed during year . . . Census Bureau also wants figures on ink, metals, type, etc., bought and used during 1958.

PIA Contest Opens

PIA Printers and Lithographers' Self-Advertising Exhibition and Awards contest for '58 under way . . . entry deadline Sept. 12 . . . write PIA, 5728 Connecticut Ave., N.W., Washington 15, D.C. for information and entry blanks. Miller Printing Machinery Co. co-operating again.

Announce Masking Seminar

Research and Engineering Council to sponsor workshop seminar on masking Feb. 19, Sheraton Hotel, Rochester, N.Y.

Electronic Press Brain

Electronic brain to automate newspaper press runs developed by RCA . . . system records number of copies printed, shuts down presses automatically when run is finished . . . first installation for Detroit News.

Offers Guaranteed Wages

Guaranteed annual wage offered by management of Champion Paper & Fibre Co. . . . plan for firm's 10,000 workers will assure 48 weeks of 40-hour employment or equivalent pay.

Record Printing Sales In New York City Area

Final '57 commercial printing dollar sales in New York City metropolitan area show 6.8% rise over '56 . . . Reached new high of \$1-billion, 175-million . . . final three months volume down ¼ of 1% compared with 1956 last quarter level.

Free SBA Pamphlets

More pamphlets offered by Small Business Administration. "Should You Lease Production Equipment?" . . . "Improving Foreman Relations in Small Plants" . . . "Job Evaluation in Small Industry" . . . write SBA, Washington 25, D.C.

Fine Printing Exhibition

Display of fine printed specimens to be shown March 4-5 at Chicago's Sheraton-Blackstone Hotel . . . Called Paperama 1958, show is sponsored by Hamilton Paper Co.

Market Research Pamphlet

Government help on market research . . . pamphlet available. "Activities and Services of Government in Distribution" 40¢. Write Supt. of Documents, Washington 25, D.C.

Collect Your Accounts--Keep 'em All Happy

- Most printers have trouble formulating a credit policy and encounter more grief in collections
- Here's how one printer who does an extensive nationwide credit business handles his collections

By Louis I. Ford

"This customer has owed us \$3,000 for over six months," remarked the manager of a printing company.

This account may never be collected as a payment policy was not set up when the debt was incurred. Lack of understanding of the basic principles of credit is one of the major causes of business failure in the industry. Any printer can easily learn how to avoid credit losses and collect his money when it is due. To better illustrate the working of credits and collections, we will use a case history.

A national specialty printer manufactures one product—menus—for hotels, restaurants, night clubs, drug chains, any place serving food or liquor. Catering to the entertainment world is a business so different that a description of operations is necessary.

Printing Permanent Menus

Menus are of two types: The *a la carte* or permanent menu is an elaborate color letterpress job with art work and cuts. A special process is used to make menus durable, soilproof, and washable. This type of menu may cost as much as \$10 each. The usual run is 500 covers, of which 100 are imprinted inside. The remainder is stored for the customer until needed. The forms are kept standing for six months.

DAILIES are different. Deliveries are made between 12 midnight and 7 a.m. Copy is picked up at the same time, ready for the first shift. The changes range from two items to a completely new setup.

It's a round-the-clock operation with over 500 deadlines.

All job tickets are stamped and initialed before the job goes into production. Regular accounts are checked with the ledger cards for change in ownership, past due balances, and then approved.

Accounts are of two types: (1) regular accounts—customers whose credit has been approved; (2) the C.O.D. accounts—the customer with questionable or no credit.

On the credit application should appear the following:

1. *The Owner.* Does the record show bankruptcies, cheating creditors, questionable fires? Or does it say "Enjoys a good reputation"? If it is a partnership and credit is questionable, a personal guarantee is needed from someone financially responsible. The same is true of a corporation as there is a limited liability.

2. *Location.* How long has it been established? What is the volume and how stable is the business?

3. *Equipment.* Often shown as owned when on contract. The same is true of a building. It is wise to check for a mortgage on it.

4. *Experience in the field* plus the ability to successfully operate a business.

5. *Capital.* General financial condition. Does it indicate early failure? If it does, what will the salvage be?

6. *References.* It is a good idea to consult wholesalers. Most reliable are those from whom large purchases are made. It should be borne in mind that a customer gives only his good references.

7. *Bank.* A check in transit can wipe out a bank balance. It is a good idea to check for loans against it.

A great deal of information is needed to appraise a customer as a credit risk. One of the sources that supplies the most

comprehensive coverage is a mercantile agency.

The feature of this service is a reference book issued every two months to each subscriber. It lists nearly all manufacturers, wholesalers, and retailers who buy on credit. Most names are followed by a letter and a number as a key to the evaluation of the financial strength of the company listed.

The rating is useful to a small concern without a credit department and is also used by credit managers in conjunction with other sources.

Complete Prospect Reports

The analytical report lists all possible information regarding the business since its inception, methods of operation, number of employees, background of ownership, personnel, financial statements, and trade investigation.

To secure current information regarding the customer's paying habits, a specialty agency known as the National Credit Interchange is used. This is a national system covering all lines of sellers in the continental United States and is sponsored and supervised by the National Association of Credit Men. Each member is given a code number and is required

Louis Ford Handles Credits, Collections for Printers

Louis Ford is office and credit manager of Von's Printing & Lithographing Co. in Los Angeles. He studied accounting, journalism and engineering at Northwestern University, Los Angeles City College, and Accountants Institute of Los Angeles. After seven years as a supervising accountant and manager and a period as chief accountant of the L. A. Young Spring and Wire Corp., he was successively associated with Food Machinery Corp. as auditor, with American Checkwriter and Paymaster Corp. as controller, and with International Finance Corp. as credit manager. In 1954 Mr. Ford joined Lord Printing Co. in Los Angeles, specialists in the printing of restaurant menus. Last September, he suffered injuries in an auto accident and when he recovered became Von's office and credit manager.



to report all accounts served and to answer all inquiries.

The report lists all vendors, their paying experience, amounts past due, attachments, bank balances and other pertinent information regarding the customer.

Copies are sent to each member when he answers or makes an inquiry. With this information a credit department knows at all times how his customer is paying his bills.

Members receive daily a bulletin showing sales of businesses, chattels, mortgages, bankruptcies, suits, attachments.

The printer should set a definite time for payment, the shortest period the customer will agree to: weekly or the tenth of the month following delivery. All information is entered on the ledger card to follow through on payment.

The C.O.D. or marginal customer is a questionable or calculated risk. There are various types: (1) rejected for an open account; (2) a new business, and (3) doubtful deadbeats.

Properly handled, these accounts can be very profitable and one can grow with them. Here is how they are handled.

Salesmen are instructed to get 50 per cent down, the balance C.O.D. on new or questionable accounts.

There is a special technique for securing a deposit and arranging a C.O.D. A typical method is to inform the customer that he is purchasing quality merchandise from a firm which is tops in its field, that the product is of no value if he refuses it, and that the first order will be the most expensive due to layout and special art work which we must pay for in advance. Should the customer insist on an open account, the credit application is turned over to the credit department.

Approving Credit Requests

The application is handled by a special employee who checks to see if credit can be approved or if a guarantee can be secured from a "money" associate. If that is impossible, the customer is informed that it will take more time to check or that he failed to qualify and suggests a check be mailed so the job can go into production.

When the job is ready for delivery, the customer is notified to have a check ready for the balance. If the billing is higher than the estimated price, the customer is informed the job was rushed, he made changes, or additional work was done. It usually works.

Collections take a lot of know-how. They can be a means of getting more business or losing it, depending on how they are handled.

One method is to prepare an aging schedule listing the accounts current, 30, 60, 90, 120 days past due. This is discussed with the salesman.

The next step is to call the owner or bookkeeper, inquire politely if they will

mail a check. The caller should have the job before him so that he can discuss any complaint the customer may have. The conversation can include an inquiry of how business is, suggestion of new items, or any small talk, but a definite date should be set for mailing the check.

In time it will be possible to sense the customer's feelings by his voice and to say the right things.

If the promised check fails to arrive two days after the promised date, another call should be made. The caller should be firm, say taxes or a paper bill is due and get another promise.

Often a friendly call will bring a check as well as an order.

This routine should be followed without antagonizing the customer.

Collection Letters That Score

If telephone calls fail, follow-up letters should be sent. Everyone has ideas about collection letters, but the ones that count are those that bring in the money. Lack of space makes it impossible to show those that get the best results. Usually, it is a trial-and-error affair.

A printer with a nationwide business is forced to use follow-up letters. Brief, friendly, and to the point, they follow the telephone procedure. With many out-of-town customers business is carried on by mail only, so a collection letter is often sent with a proof, and a stamped return envelope is enclosed. It is wise to do out-of-state business on a cash basis.

When both telephone calls and letters fail, a five-day notice is sent stating that the business is appreciated but unless payment is made it will be necessary to refer the account to an attorney.

This notice usually brings in the money. If it doesn't, the account is referred to an outside collector at a ten per cent fee. If that does not bring the money in, the printer is better off without this customer.

A quality printer has no need to allow discounts of any kind. If a customer takes a discount, a letter or a telephone call is

sufficient to inform him prices are net at due date, that the company's policy is to deliver a quality product at a fair price without discounts or allowances.

At the outset the customer should be informed that he is getting a quality product at a fair margin. He has the choice of a deluxe or an inexpensive job, both of which are guaranteed to be right, but that the printer cannot sell a job at a loss. Some customers like to shop for the best price. But after a few unsatisfactory jobs, they are frequently ready to pay for quality.

Salesmen usually collect deposits on new accounts. Forms are held six months. The customer is notified that if the form is killed it will cost him more money on reorder.

Our credit losses are the lowest in the field in spite of the fact we serve restaurants which have about the highest rate of failure of any industry.

The secret of credits and collections is budgeting. Accounts should be billed promptly. A schedule of expenses should be set up. Then collections and due dates should be listed. By following through, money will always be available to meet obligations when due.

Next Month...

★ Coming in the March issue will be major feature articles on such subjects as presensitized offset plates and how to handle them in your plant, a new plant story on Rogersnap Business Forms Co. in Dallas to tie in with the March meeting of PIA's Rotary Business Forms Section, a roundup of major events which occurred during 1958 Printing Week, a new device for handling proofreading more effectively, use of magnesium in modern-day engraving methods, the paper needs of the offset lithographer and what the mills are doing to supply them, and on quality control for printers. Then, too, the regular departments will be filled with informative and entertaining material designed to help you run your business more effectively and with better profits.

Percentage You Mark Up Your Product Is Not Profit

There appears to be some confusion between markup and profit. If you want to make

Profit	Mark It Up	Profit	Mark It Up
5%	5.2%	30%	42.9%
10%	11.2%	35%	53.9%
15%	17.7%	40%	66.7%
20%	25.0%	45%	81.9%
25%	33.4%	50%	100.0%

It is recognized, we feel certain, that nobody in the printing business gives an agency 15% commission, for example. Common practice is to mark up the job approximately 18% before giving the 15% discount. This formula applies in many other instances, of course.—Bulletin of Oregon Printing Industry, Inc.



Artist's conception of the new Meredith Publishing Co. printing plant to be constructed in Des Moines, Ia. The building will cover ten acres of land

How Meredith Publishing Co. Will Speed Modernization

Des Moines publishers announce three-year, \$10-million plan, will construct ultramodern printing and manufacturing plant

The Meredith Publishing Co. of Des Moines, Iowa, has embarked on a giant expansion and relocation program that will span three years and top \$10-million.

First phase of the program will be the construction of an ultramodern printing and manufacturing plant, to cover half a million square feet of floor space and ten acres of Meredith's 107-acre tract in southwest Des Moines.

Meredith, publishers of *Better Homes and Gardens* and *Successful Farming* magazines, six idea annuals and ten book titles, claims to be the "world's largest printing and publishing house under one roof." Editorial and business offices as well as publishing and printing facilities have been located in the present Meredith building in Des Moines since 1912. This building is now operating at capacity, housing nearly 1,850 of the company's some 2,500 employees. Seventy million publications now roll off the Meredith presses each year.

When the program is completed, three years from now, the new building will house all presses, paper warehouses, and other departments concerned with actual manufacturing, production, and transportation of the publications. Editorial and business offices will remain in the present plant building.

A single-story concrete, aluminum and steel structure, the new plant is designed

for greater efficiency, better production flow, and better working conditions to allow for expected increases in circulation for all the publications.

Meredith has planned the construction of its new building so that expansion can take place with a minimum of relocation. Walls of the new plant will be constructed of precast insulated concrete panels in the lower portion and of insulated, fluted aluminum panels in the top sections. All panels will be attached to steel framing, and may be detached or relocated.

A feature of the new plant design will be a U-shaped production flow pattern, designed to expedite the company's printing, binding, and shipping operation. This flow pattern begins at the incoming railroad docks, where paper is brought

from boxcars to a 122,000-square-foot roll storage warehouse. In this area paper rolls are stacked three-high, utilizing 40-foot ceilings. The roll storage area adjoins an L-shaped pressroom in which the heavy volume presses will be placed closest to the paper warehouse. The rolls of paper will be transported by fork-trucks to the loading end of the presses.

For greater transportation speed and efficiency, these heavy-volume presses are also located next to the signature storage area, the next step in the U-shaped pattern. As the flow pattern is now designed, the signatures which come off the presses will go directly into signature storage, a two-high gravity rack, from where they can be conveyed as required to the bindery. From the bindery, the finished magazines will be carried by fork-truck to the mail room, where they are addressed and wrapped, and carried for mailing to one of the eight rail and 15 truck docks.

The plant engineering and ink manufacturing operations will be adjacent to the pressrooms, but will not interfere with the U-shaped flow pattern. The book stock, photography, job press, and entire printing preparation departments are all located within the center of the production "U."

Meredith's new plant is designed to utilize as much factory air space as possible.

(Continued on page 102)

Fred Bohen, president, Meredith Publishing Co., Des Moines, examines a plastic model of one of Meredith's new six-color magazine presses. On table is quarter-inch scale model of Meredith's new printing and manufacturing plant. The plant is part of the firm's three-year expansion plan





Night scene of the new plant of the Evergreen Press, Ltd., in Vancouver, B.C., shows how both floors of the two-story building open onto ground level

Vancouver's Evergreen Press in New Plant

- Pacific Coast plant, said to be largest, most complete west of Toronto, has 67,000 square feet of space
- Evergreen also produces carbon-interleaved forms, phone books in addition to offset-letterpress work

Evergreen Press, Ltd., located in Vancouver in the Pacific Coast Canadian province of British Columbia, has just moved into a new two-story printing plant that is said to be the largest and most complete of any west of Toronto. The new plant, with 67,000 square feet of floor space, serves British Columbia and neighboring Alberta. The company recently opened branch plants in Nanaimo to give faster service to Vancouver Island, and in Calgary to give better service to Alberta.

In addition to general offset and letterpress business, including a growing volume of carbon-interleaved forms, Ever-

green Press produces two major and about 35 minor telephone directories.

Another specialized division is the complete production of books, including about 60 per cent of textbooks used in British Columbia (population almost 1,200,000) schools, and textbooks for other Western Canadian provinces.

As an unusual facet of book manufacture, the firm undertakes restoration of used textbooks for the coast province's Department of Education, which supplies at nominal rental all books to primary and secondary school children.

Other specialized Evergreen Press services include catalog compilation and production, brochures, annual reports, and direct mail and promotional material.

Evergreen Press, Ltd., was formed in 1956, the result of the merger of two

successful and long-established firms, the Lumberman Printing Co., Ltd., and Wrigley Printing Co., Ltd. Shortly after its formation, this company purchased the assets of Sun Printing, which was the commercial printing division of the *Vancouver Sun*.

G. D. Clippingdale is president, G. C. Hyatt is vice-president, and R. R. Keay and F. W. Ingham are directors.

To design the layout of the new building for the three separate plants, the services of Olin Freedman of Chicago were retained. Preliminary rough layouts of equipment were drawn by various departments. Improved plans by the designers were submitted. Foremen and management studied them and made further recommendations as to layout, production flow and other aspects of the proposed

G. D. Clippingdale is Evergreen Press president, prints 60 per cent of British Columbia textbooks



Glenn C. Hyatt (left below) is Evergreen's vice-president and Jack McCracken is sales manager; plant's specialized services include catalog compilation-production, brochures and annual reports



Evergreen composing room (top) has problem of standing forms for telephone directories and books. Directory forms are kept in a long compositor's table and easily accessible for daily Teletype corrections. Pressroom (center) includes offset, letterpress, rotary departments; palletized stock is moved by electric lift trucks. Bindery (bottom) is large, about size of composing room and pressroom combined. Books, including covers, are manufactured in a well equipped edition bindery using Smythe machines for sewing

plant. This coöperation resulted in final working plans which permitted all machines and equipment to be placed with an accuracy of within a few inches.

Construction was undertaken by Dominion Construction Co., Ltd. of Vancouver. The five-and-a-quarter-acre site at 1070 S. East Marine Dr. is in a rapidly growing industrial area on the southern boundary of Vancouver. The plant is located strategically to serve the heavily industrialized southwest corner of British Columbia through a direct sales staff of 21 men. The property provides parking for 120 cars and allows room for growth.

In September 1957, the imposing task of moving was begun after many months of careful planning. The problems ran from maintaining the best possible level of production to the physical task of moving a 20-ton, 35-foot perfect binder which would have presented even greater problems if dismantled. This machine, which wasn't rigid and had unequal weight distribution, was moved successfully. Within a ten-day period the three plants were consolidated in the new building.

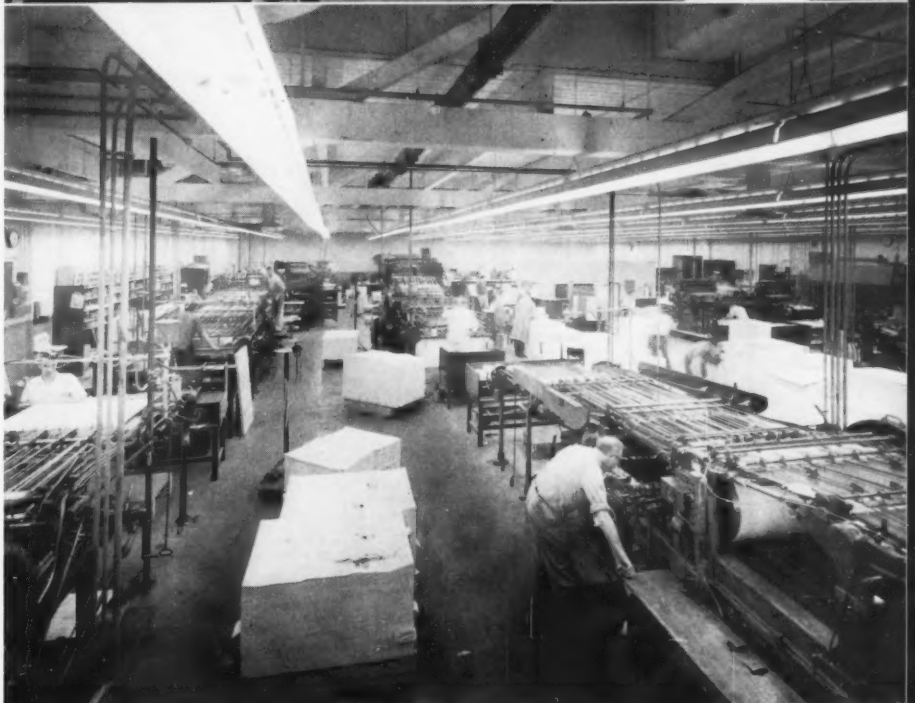
The building has two stories with entrances at ground level on both floors by virtue of the slope of the land. The upper floor, with an area of 16,000 square feet, houses administrative and general offices, sales department, cafeteria, art department, offset cameras, platemaking, and storage. The plant occupies the lower floor, which has an area of 51,000 square feet.

Exterior walls are concrete. The roofs are wooden, resting on special beams. A unique feature is the postfree pressroom which is spanned with trusses, giving an 80-foot clear span.

All floors, including the upper story, are of reinforced concrete. Floor finish in the pressroom is green metallic hardener; in the composing room, it is gray metallic hardener, and a special surface-hardening treatment has been applied in the bindery.

The plant buys primary power at 12,000 volts and the service provides 400 horsepower motor capacity. The distribution is by four evenly-spaced, plug-in busducts, which deliver 120-208 volts, 3-phase, from the plant's own transformer station.

A 100-hp hot-water boiler is the primary source of heat. Convactor radiators are used for the upper floor; the bindery



has unit heaters, and the pressroom and composing room have a hot-air system which derives its heat from a boiler.

Heating and cooling systems provided a major problem in areas where there are a large number of electric motors, complicated in some sections by the presence of molten type metal. To avoid the expense of cooling by refrigeration, it was decided to depend on volume-exchange of air. Consequently, the press and composing rooms are controlled at desired temperature throughout the year by fans with a capacity of 45,000 cubic feet per minute

through filters for spray removal and with provision for maintaining humidity at proper levels.

The plant interior is completely painted, providing a brightness and cleanliness that should materially stimulate production. A special finish was used in the office. Described as a "discontinuous Vinyl film," its properties include strong resistance to abrasion and wear, and ease of cleaning. The office floor is finished in an attractive tile design.

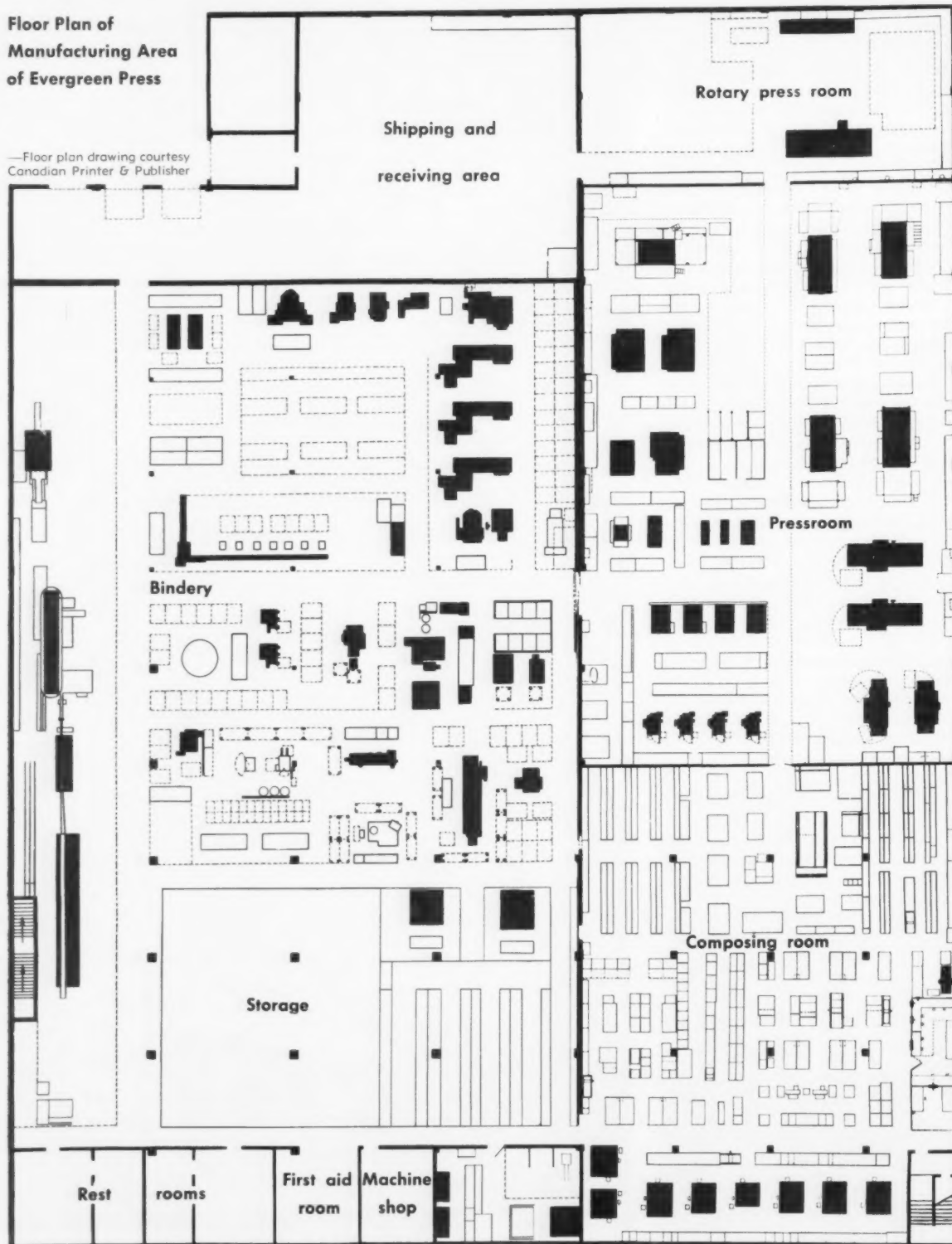
Lighting is unusually effective, being almost entirely fluorescent. Intensity of

light in the composing room is 75 foot-candles at 40 inches from the floor; in the pressroom intensity is 65 foot-candles; 55 foot-candles in the bindery, and the same intensity on the second floor. Amber tubes are used in the offset platemaking section.

Production scheduling is controlled from the plant superintendent's office. A ledger lists all orders and pertinent information is entered from dockets (job tickets). Progress of each job is entered from daily work sheets completed by each department. The ledger is supported by

Floor Plan of Manufacturing Area of Evergreen Press

—Floor plan drawing courtesy
Canadian Printer & Publisher



Six-man art department has large windows which provide north light. Provision has been made for expansion. Each artist has own section and is supplied with own air-gun, other facilities

an auxiliary card file for locating jobs by name and date. Expeditors are used to clean up trouble spots.

The six-man art department is directed by Paul Rand. Large windows provide desirable north light. Provision is made for expansion, with artists separated by glass-topped partitions and each supplied with air-gun and other facilities. A unique feature of this room is a layout table 55 feet long, with drawers and filing space underneath. The department undertakes all types of creative art work applicable to the printing field. Map-making is a specialty.

The offset preparatory department adjoins the art department. Equipment includes three cameras, a photocomposing (step-and-repeat) machine, whirlers, vacuum frames, a plate graining machine, and other ancillary items.

The composing room presented the most difficult problem of layout to the planners.

One problem was storage of a large number of standing forms for telephone directories and books. All directory forms are kept in a long compositors' table. This facilitates changes and additions which come directly to the compositors by teletype from the directory-compilation offices of the British Columbia Telephone Co. All new and changed listings are printed every day. Revised directories are printed at regular intervals for the use of the telephone company, and new printings of the directories are completed at intervals of 12 months for the public.

Every possible aid to efficiency, speed and ease of makeup has been enlisted in this work center. Some idea of its magnitude is found in the fact that the Greater Vancouver area directory alone requires over 1,000 standing page forms, and it is growing steadily.



Storage of other standing forms and of cuts is in large shelved areas.

The composing room is adequately equipped with eight Linotypes, Ludlows, Elrod casters, remelters, proof presses, line-up tables, benches, etc.

The pressroom is divided into three divisions: letterpress, offset, and rotary. The letterpress section with 22 presses ranges from platens to Miehle Verticals, and Heidelberg. A battery of larger automatic single-color cylinders is used primarily for book work.

Offset presses range from Multiliths, Chief 24 and single-color Manns up to a two-color Mann.

The rotary press department has a Webendorfer offset rotary and a rotary collator for continuous forms and sets.

Stocks for the immediate needs of the main pressroom are kept in one end of the bindery. All palletized, they are moved as needed by Yale Warehouse electric lift trucks. Main paper storage is in two warehouses in downtown Vancouver, to which paper comes in carload lots.

The bindery occupies an area almost equal to the composing and press rooms. It is departmentalized for special jobs. There are divisions for books and for telephone directories. Books are manufac-

tured in a completely equipped edition bindery from covers to the finished product, using Smythe equipment primarily.

There is a battery of Baum folders and a Bremner, assorted paper cutters, including one semi-automatic and one automatic, a Krause (Rapid) three-way trimmer for books, magazines, etc., and a seven-station Christensen stitcher-gatherer. For telephone directories there are a special three-way trimmer and a 24-pocket Sheridan collator which will be used for the first time on 1958 directories.

An interesting feature of the main section of the bindery is the central gathering, collating and hand-work department which has three overhead plug-in power lines. Machines can be moved anywhere in this area and quickly connected to the power lines which are completely out of the way. There are no problems of cleaning such as are found with floor plugs, and all trailing cords are eliminated.

The shipping department has a 3,000-pound Yale Worksaver electric lift truck for handling pallets. There are two automatic platform levellers.

The plant has its own machine shop to assist the maintenance department and is piped throughout with compressed air for sprayers and machine cleaning.

Evergreen Press, Ltd., occupies a dominant position in Western Canadian printing by its size, its room for growth, its complete facilities from art to bindery, and its progressive, expansion-minded management. Its large direct-sales staff under J. S. McCracken can offer experience in every division of printing, from letterheads to four-color-process books. An example of some of the larger jobs is the special British Columbia Centennial Book with illustrations in four colors. Running 176 pages, its final printing is expected to exceed 150,000 copies.



Here's closeup view of the entrance to the new building. Architectural details and features are easily visible. Upper floor houses administrative offices, sales, cafeteria, some offset equipment

Small Printer Can Have Budget, Too

- You don't have to be a large printer to have a budget that will work to your satisfaction
- Here's outline of a budget formula easily compiled by anyone keeping records for income tax

By M. D. Binford*

Protection is years old—the cave man with the big stick, the Indian with tomahawk and arrow, the early settlers with flintlock and stockade. Today it's insurance. Mention almost anything and there will be found a company issuing insurance-at-a-price.

Investments must be protected. There is no better protection than that offered by a comprehensive budget. Budgets are the yardstick by which the larger and most successful concerns measure operations.

There is no reason why the smaller printers cannot reap untold benefits from a similar style of budget to that of the large operators. You can write your own policy and at the same time be your own premium collector. You would no more allow this policy to lapse than you would your own life insurance. An outline of a budget formula, easily compiled by anyone who keeps sufficient records to make out an income tax return, is presented herewith.

Included in manufacturing costs are those expenses which vary with the volume of sales, materials and cost of converting them to customer's specifications. Factory cost includes wages, supplies, power, repairs. Rent, insurance, taxes and depreciation are not influenced by sales volume and should be classed as ownership expense and handled in the non-manufacturing section. These charges are fixed and difficult to recover if included in hour cost.

Salaries, office expenses, advertising, telephone and expenses other than those incurred for factory operation, including fixed charges mentioned above, are included in the list of nonmanufacturing expenses. They are often referred to as administrative and overhead and must be recovered in the sale price.

Profit is based on the return desired on net worth, made up of the owner's investment and any profits retained in the business.

*M. D. Binford, who wrote the article above and on the facing page, has spent a lifetime in the printing business and was concerned primarily with financial matters. Retired, he lives in Florida, conducts a consulting business.

ness. This is commonly known as the difference between assets and liabilities on the balance sheet. In most cases it is desirable to figure this profit at not less than 15 per cent (before taxes) of net worth.

There is a certain point below which sales must not fall if there is to be any profit. As you can readily see, there is a gross margin of $33\frac{1}{3}$ per cent between sales and production cost. Dividing non-manufacturing expense of \$17,500 by .3333 per cent gives a round figure of \$52,500 which is the breakeven point. (See graph on facing page.)

For ready comparison it is easy to reduce the budget to a monthly basis by taking one-twelfth of each item.

Simple to Make Fair Quotation

When it is necessary to give a quotation, it is a simple matter to set a fair price. You know that for each dollar of production cost you must add 35 cents to

cover your overhead and 15 cents for your profit.

The Ladies' Auxiliary wants some raffle tickets and, like most women, want to know what the cost will be.

Materials	\$ 2.00
Conversion	6.00
Production cost	<u>\$ 8.00</u>
35% for overhead	2.80
15% for profit	1.20
Selling price	<u>\$12.00</u>

If the good ladies plead for a discount in the name of charity and you agree to a \$2 cut, you will lose all of your profit plus 80 cents of the overhead.

Printers who use a published price list as a guide for pricing will be wise to check their own cost against the list. In many cases you will find your price higher, seldom lower.

There is no substitute for a knowledge of costs.

BUDGETED OPERATIONS Blank Printing Co. for the year 1958

MANUFACTURING COST:

Cost of material—paper, ink, bindery materials, outside purchases	\$25,000
Conversion cost—factory direct variable expense at standard rate	<u>25,000</u>
Production cost	<u>\$50,000</u>

NONMANUFACTURING EXPENSE:

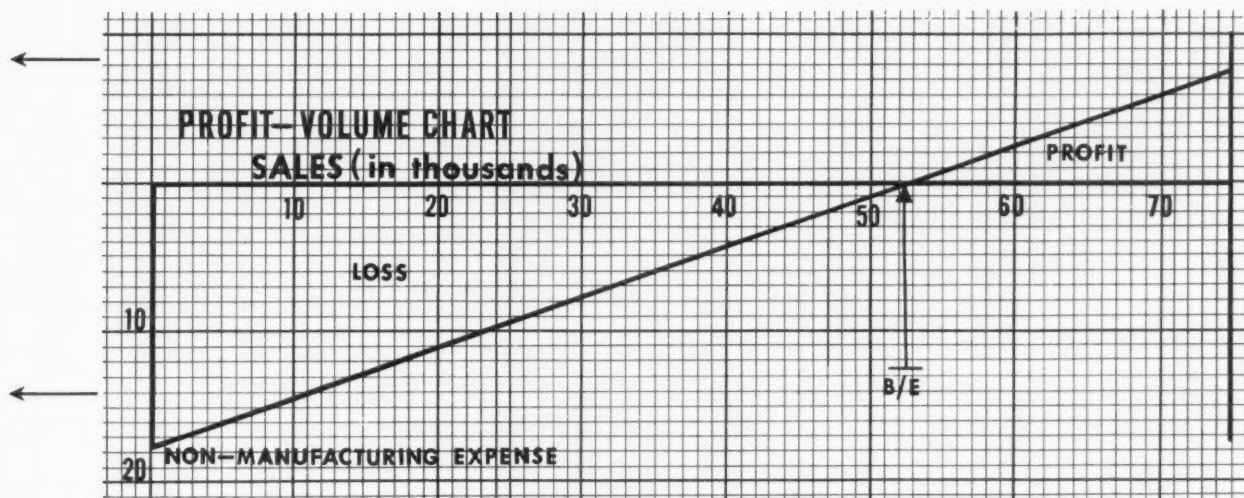
Salaries, office expenses, advertising, rent, insurance, taxes, depreciation. (Equals 35% of production cost)	<u>17,500</u>
	<u>\$67,500</u>

PROFIT:

Return desired on net worth before taxes (Equals 15% of production cost)	<u>7,500</u>
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SALES REQUIRED

(Breakeven point \$52,500)	<u>\$75,000</u>
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There is a point below which sales must not fall if there is to be any profit. For the breakeven point and how obtained, see article on preceding page

Strange Case of the Million-Dollar Cutting Machine

By M. D. Binford

There may be some slight justification for inflation during war times. In peace time, however, inflation may easily become as disastrous to our welfare as that of dreaded depression.

This is a little story, a true story, of what happened to one company engaged in the printing industry. Probably, it has been the experience of many others and it may happen to you.

Prior to World War II this company bought a paper cutter at a cost of \$2,202.80 including all freight and installation charges. Under Federal tax laws they were allowed a 15-year period in which to depreciate this equipment.

Recently, it was necessary to replace this cutter. A reserve of \$2,202.80 in deductible depreciation had been set aside toward replacement. The equipment dealer made an allowance of \$2,500 as the trade-in value on the old cutter. This gave the company a total of \$4,702.80 with which to buy a new cutter. However, the new cutter, with all the latest improvements and attachments, was selling for \$16,367.

Therefore, on a tax-wise basis, there was an additional \$11,664.20 required to make up the difference between the cost of the new machine and what had been set aside to pay for it. This difference of \$11,664.20 had to be taken out of profits after taxes. The company was in a high tax bracket and in order to clear \$11,664.20 after taxes it was necessary to make a profit of \$23,562 before taxes. At the current earning rate, in order to make \$23,562 in profits before taxes, the company must sell \$1,369,895 worth of printing to customers.

Just think of it. It required more than a million and a quarter dollars of sales to

replace just one machine so that two employees, one on each shift, could continue working.

The ownership costs of depreciation, insurance and taxes will be increased by reason of the increased value in equipment. Can this be passed on to the customer? Will the expected increase in production of a more modern machine offset this added ownership cost?

Small wonder management is disturbed about the profit picture. Labor may well share a part of this apprehension. They

both must appreciate the fact that it is necessary to cut out waste, hold down expenses, give equipment the best of care and strive for an increase in production per man hour and per machine hour.

No profits—no new machines—no jobs.

Both labor and management are urged to read, "Can We Solve Our Economy's Most Dangerous Problem," appearing in the October 1957 issue of *Reader's Digest*, page 54. You'll find it one of the most interesting you've ever read.

Managers Waste Time on Routine Matters, AMA Staff Consultant Says

Managers in the printing industry who spend too much time on routine matters that should be delegated to subordinates may think they're running a tight ship but it's moving only at half speed.

So warned Dr. Gilbert Davis, management consultant and an American Management Association staff member when he spoke at a recent meeting of the Young Printing Executives Club of the New York Employing Printers Association.

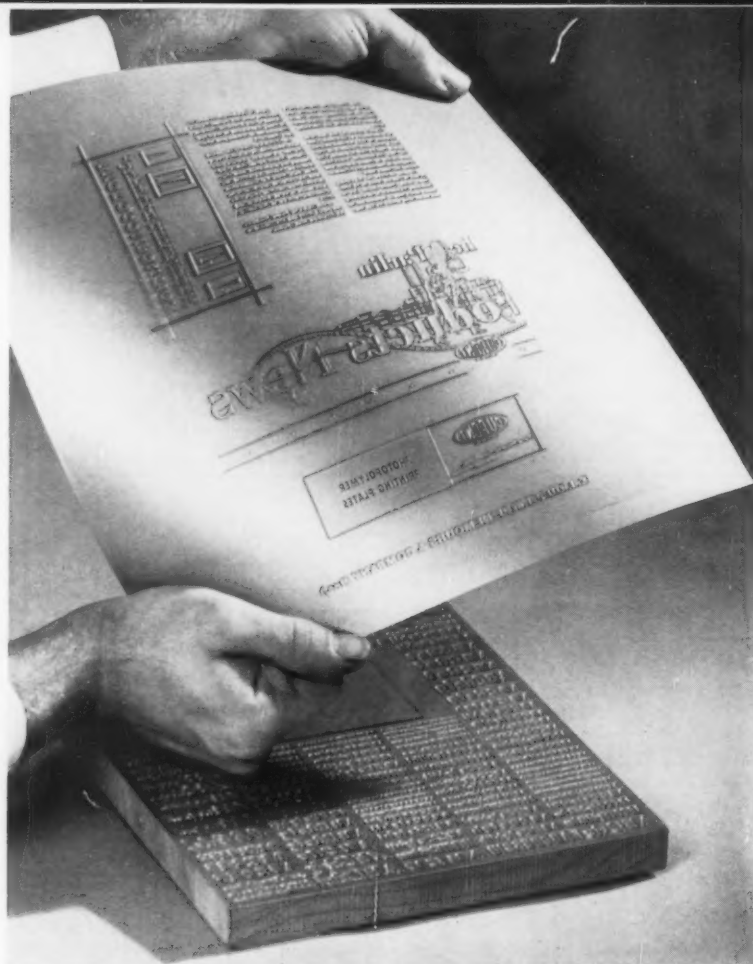
To prove his contention that managers need to move from foreman-like supervision into broad areas of professional management, he asked the members to list their everyday problems. They came up with such things as incomplete job tickets, inaccurate time sheets and failure of employees to understand instructions.

"These are not management problems," he said. "Attempts to solve such problems on a management level discount the authority, incentive and opportunity for development open to employees who are

responsible for such matters. Handling time-consuming details on their higher level makes it impossible for executives to function as professional managers."

Problems deserving management attention as listed by the group included production costs, financing expansion, new processes, degrees of specialization, pricing policies, and the development of junior executives. Dr. Davis called these proper problems for managers to solve, but found that the percentage of time spent on them was very small.

His advice was "to make a practice of assigning decision-making authority to the person on the lowest rung of the organizational ladder who has the ability and knowledge to make decisions. Making decisions at a higher level than necessary reduces the organization's effectiveness. You get your full money's worth out of an employee when you delegate to him enough authority in proportion to his capabilities."



Du Pont to Make Photosensitive Plastic Engravings in Three Types

Du Pont's experimental photosensitive plastic (photopolymer) printing plates, which were on exhibition at a newspaper mechanical conference in Indianapolis last month, tentatively will be made in three types. Their greatest advantages in newspaper application appear at present to be in the areas of R.O.P. (run-of-paper) color and photocomposed advertising and similar matter, the company announced.

The information was released by means of a Du Pont Photo Products Department progress report (No. 2) distributed at the three-day Great Lakes Newspaper Mechanical Conference. The report, containing both halftone and text, was printed on a rotary press on newsprint directly from an experimental photorelief plate which was on display at the conference. Commercial availability, it was pointed out, is approximately two years away.

The report mentioned phototypesetting briefly, stating that many in the printing industry believe that phototypesetting will offer definite advantages in the use of photopolymer plates, the preparation of which requires a high-contrast photographic negative.

Photographic fidelity and the ability to record text material directly on film are two advantages cited. The text of the progress report itself was set photographically on an Intertype Fotosetter. Text for the first photopolymer progress report, issued three months ago, was set on Photon equipment.

The Du Pont Photo Products Department also announced, through the progress report, establishment of a Printing Development Laboratory to be used for sales development of new photographic products for the graphic arts.

The laboratory's present major effort is toward expected commercialization of the light-sensitive plastic plates for letterpress printing. Its staff is working on optimum exposure and processing techniques for the new plates and determining applicability to the printing industry.

Both internal and external evaluation of the plates will be under the guidance of this Photo Products sales service facility, which has been operational for a number of months.

Dr. Wm. H. Vinton, manager of new product development for Du Pont Photo-

Du Pont photosensitive plastic printing plate can be exposed and processed within 15 minutes after high contrast photographic negative has been prepared. Shown at left are flexible and block-mounted plates for rotary and flat-bed use

Products, reviewed progress of the plate development program before a photoengraving session of the newspaper conference (see story below).

The photopolymer printing plates were first displayed last October at the Printing Industry of America graphic arts show in Chicago. Du Pont disclosed then that the photosensitive plastic plates could be exposed and processed in 15 minutes.

Du Pont Scientist Explains How New Plates Are Made

At the Great Lakes Mechanical Conference in Indianapolis last month, Dr. W. H. Vinton, Du Pont's manager of New Products Development, Photo Products Department, explained technical details of the photopolymer printing plates and how they are prepared for printing. Here are excerpts from his talk:

"The new Du Pont plate has a layer of photosensitive plastic, called 'photopolymer,' and a metal support. This plastic is sensitive to ultraviolet light and is hardened by the direct action of such light. Sufficient ultraviolet exposure causes the hardening to occur through the entire thickness of the plastic. Room light will not cause significant exposure of the plate, but sunlight with its appreciable quantity of ultraviolet would be harmful. A plastic of this sort can be conveniently used in making a letterpress printing plate. You merely take a high contrast photographic negative—a negative which is right reading when you look at the emulsion side—and place it emulsion-side down in intimate contact with one of these plates.

"Suitable negatives can be made with the normal high contrast type of litho emulsions and can be either line negatives, halftone negatives or combinations thereof. It appears that ideal halftone negatives for this process are similar to those used in lithography. Both 65-line and 85-line screen rulings have been used in photographs without difficulty. In fact, fineness of screen ruling appears to present no particular problem with plates of this type, contingent upon the quality of the printing stock used.

"Exposure produced by ultraviolet light sources, which are readily available, can be carried out in two minutes or less for a plate as large as 20x24 inches. It is possible to observe the nature of the exposed image in its latent form by a change in coloration which occurs in the exposed areas.

"The relief image is then produced by washing out the unexposed and thus un-

hardened plastic with a dilute alkaline water solution at room temperature. The washing operation for a plate of 20x24-



W. H. Vinton

inch size can be easily completed in less than eight minutes. Hence, it appears readily possible, once a suitable negative is in hand, to have a 'photo-relief' plate ready to mount on the press in about 15 minutes or less.

"Although our work remains in the laboratory and developmental stage, we have already reached some tentative conclusions about the nature of plates which would be of commercial interest. Our present plans are to market at least three types of plates.

"The first of these would be a steel-supported plate about .050 inch thick which will provide .030 of relief; the second plate would be about .060 in total thickness and would provide .040 of relief. The third would be an aluminum-supported plate about .152 in total thickness and providing .040 of relief.

"The first two thin plates are flexible and are designed to provide photorelief plates for rotary printing when suitably mounted on such presses. The .152-inch rigid plate is for flat-bed printing.

"Two different relief heights will be provided in the thin flexible plates because of the different degrees of precision in inking on available rotary letterpress presses. The relief height of .030 is aimed at those presses which have more precise inking controls or are printing against hard packing on the impression cylinder. Newspaper printing falls in the category which should be presently served best by the plates providing .040 of relief.

"At least two years will be needed before we can produce these plates on a commercial basis. To an industry which has viewed this development with eager interest, this may seem a long time. However, the job to be accomplished during this two-year period is a substantial one. We must carry out an extensive program of field testing and must construct plant facilities of two different types.

"First, the photosensitive plastic involved represents a new composition of matter, and chemical facilities to produce this must be designed and constructed. Second, the fabrication of the plates represents a complex and precision operation, for which production facilities must be designed and constructed.

"I would like to turn now to the areas of printing where we think these plates will be of greatest value. From what has been said previously, you can appreciate that the plates will have an extensive amount of technology built into them and hence must sell for a higher price than

many present-day platemaking materials. It makes good economic sense, then, to introduce the plates first into a printing market where they will have the greatest economic and quality value.

"The economic value should be realized from a combination of savings in time, production steps, and materials. The plate should also provide higher quality than experienced in many of the duplicate platemaking processes.

"What does this mean to the newspaper user? It would seem that an initial replacement of either stereotypes or of individual small engravings will be hard to justify economically. However, full-page newspaper ads, negatives for which are produced effectively by phototypesetting, should be a different story.

Furthermore, R.O.P. color operations, in which chromed stereotypes are now involved and when quality considerations are of great value, appear to be another attractive market.

"Some of the new photographic techniques being examined for possible use in newspaper operations such as the photolisting of classified ads and stock market quotations also produce a photographic negative. These negatives coupled with photopolymer printing plates may also represent an area of economic benefit to the newspaper user.

"Scouting trials indicate that the plate will perform adequately under the rigorous conditions of direct newspaper printing. For example, small sections of metropolitan newspaper pages have been run

with photorelief plates. An excellent quality was retained throughout the entire production run. Obviously, however, more extensive tests will have to be carried out before a final conclusion can be reached on the newspaper performance of the plates."

Alabama Printer to Start Southern Literary Journal

The launching of *Southern University Press*, a literary magazine serving Southern colleges and educators, has been announced by John C. Henley III, owner of the *Birmingham (Ala.) Press* and treasurer of Printing Industry of America, Inc.



John C. Henley III

Basic purposes of his new enterprise are "to make it possible, or nearly so, for learned or talented southern-

ers to find publishers for their writings, to keep gifted southern leaders at home where they are needed, and to promote the prestige and growth of higher educational institutions in the South."

Mr. Henley pointed out that southern educators, with few publishing facilities, are at a financial disadvantage compared with their northern colleagues. For easing their way to publication, *Southern University Press* will supply everything a college needs to put its own imprint on a book. This means design, typography, editing, scholarly review, illustration, engraving, printing, binding and mailing, but no manuscripts, and "at a cost considerably below what might otherwise be incurred for a fine-quality product."

The Press expects to provide supplementary technical services for college and university presses, and to offer editorial and publishing aid to institutions without press facilities. It will produce promotional material and supply advertising and public relations services.

Headquarters have been set up in the Birmingham Publishing Co. plant, which Mr. Henley inherited from his father. This is mainly a commercial offset and letterpress printing business. Production since 1910 has included many award-winning books and other high-quality material.

Like his father, Mr. Henley, now 37, was a Princeton University honor student. He has served as president of the Southern School of Printing and of the Southern Graphic Arts Association.

Editorial director of the new magazine is Arthur Halliburton, a southern newspaperman who became a feature writer in New York City and then turned to advertising, book and magazine publishing.

William B. Gibson Heads Du Pont Printing Lab

William B. Gibson, formerly a graphic arts industrial technical representative in Du Pont's Dallas district, has been named



William B. Gibson

supervisor of the Du Pont Photo Products Department's newly announced Printing Development Laboratory. Mr. Gibson joined Du Pont as a photo products technical representative in 1950. He is an engineering graduate of Johns Hopkins University. Prior to his transfer, Mr. Gibson was special assistant to J. L. Morgan, Photo Products trade-industrial manager, Wilmington, Del. Establishment of the new Du Pont laboratory was announced in January at the Great Lakes Newspaper Mechanical Conference in Indianapolis. Technical facilities now concentrated on Du Pont Co.'s experimental, light-sensitive plastic plates for letterpress printing, will be used for sales development of new photographic products.

Switching to Offset in Small and Medium Size Plants

- A case history of a typical printing plant that made the big change
- How the company met its many problems and finally came out on top
- Experimentation and hard work produced a top-flight combination plant

By Robert J. Niederhauser*

Some letterpress printers and offset lithographers are of the opinion that it is a simple matter to make the switch from black-and-white printing to full-color lithography. It's not as easy as it looks, as my story will attest in short order. Let me tell you the story of an offset lithographer who went from black-and-white lithography to full color. Certainly, he had troubles but he worked out solutions to his problems, and today he is one of the South's most successful lithographers.



R. J. Niederhauser

Tom was offered a job with a letterpress printer in the deep South who had an offset press on order. Today, Tom is president of the company, but let Tom tell his own story . . .

"At that time, we had a complete letterpress shop. Our equipment consisted of a Linotype, a rather impressive assortment of hand type, a lead caster. In our pressroom we had an old 25x38 flat-bed, a 13x19 Vertical, a 12x18 platen and one open press. We had a small cutting machine, and in the bindery we had an old envelope die-cutting machine, and a drill perforator. All this, with office, furniture and fixtures, was crowded into one building 40x100 feet. And into the center was suddenly plumped one offset press, size 17x22, sold to us by the manufacturer on a "hope-it-would-stick" basis.

"To make room, we had to build a mezzanine, and the bindery and I were

put up there out of the way. The equipment salesmen did a complete job on us—so we installed complete platemaking equipment: a whirler, a vacuum frame, and a small photocomposing machine. They said we couldn't make plates without a camera, so we installed a camera with a built-in darkroom, sink and all.

"The first jobs that went on the offset press seemed so easy. We had been doing these jobs by letterpress and had been running from electrotypes. I remember how tickled we were to see the paper we could save by getting more forms up on a sheet, and the time saved locking up a group of electros.

"Our first plates were bought from a good trade house in the East. Our first pressman was an experienced man who had come highly recommended by the supply men. We were all set, our first jobs were coming off—we were on our offset honeymoon!

"Well, the honeymoon was a short one. One day everything was fine but before

we knew it, everything went wrong together. First, the plate went bad. We called the trade platemaker, who was in Ohio, I think, and he said it would take several days to get a new plate to us. We told him we were in a hurry. He said, 'I sent you the negatives. Why don't you make your own plates from them.' We explained that we had made some line plates all right, but no halftone plates. He said, 'Just make the halftone plate like you make the line.'

"Well, we made the plate—not the first try, mind you, but we made it. It didn't look exactly like the one we got from the trade house, but it was a plate and it might get by. And perhaps it would have, if it had fit. The first color we had already run on the paper and the second color wouldn't fit it.

Plate Cutting With Tin Shears

"We messed around all day, and finally ended up by cutting the plate with tin shears and running with the plate cut in strips. We got the job off, and, somehow, the customer took it. It didn't matter that we had exhausted ourselves fighting the job. It didn't matter that we could have run the same job on letterpress without a hitch, and delivered it on time. It *did*

Highway officials examine road map as it comes off the press at Rand McNally's Skokie, Ill. plant. Seen (l. to r.) are Phillip M. Donnell, Tennessee Highway Dept.; James Webster, Arizona State Highway Commission; Orvis E. Reil, Nevada State Highway Commission; Robert Willis, Kansas State Highway Commission. Tours of plant were held during Assn. of State Highway Officials convention



*Robert J. Niederhauser is sales engineering manager for Harris-Seybold Co., Cleveland. This article has been taken from his speech to the 1957 annual convention of the International Assn. of Printing House Craftsmen, Buffalo, N.Y.

matter, though, that we had met an almost impossible problem and solved it.

"We didn't take on many halftone jobs after that for quite some time. We thought we had better stick to line work—and we did. We put our artist to work making sketches that could be reproduced in line. Our efforts were directed at creating new business for the offset, and not jobs that had to be taken from our letterpress. We did not think it profitable to go about the business of trying to take away jobs from old lithographers, especially when, almost always, they had a set of plates for the job and the customer was not inclined to pay us for another set. We created new jobs by redesigning and improving on old designs. In this way we could render our customer a real service, and at the same time charge him for plates and then have them on hand for reruns.

"We found that there were many jobs we could handle on the offset best and others would fit in better on our letterpress presses. Often we would run one or two colors on offset and finish the last color or two on letterpress. Although our efforts at offset were confined to line work, they were definitely not confined to just one color. We concentrated on multi-color labels, broadsides, wraps and commercial work. We promoted color in our artists' sketches, and soon began to be known as creative color printers and lithographers.

"After three years we found ourselves with more offset business than our little 17x22 could handle. It was then that we decided our little offset press which we had mothered through the years was going to give birth to a 22x34. We built an addition to our letterpress home, what we thought was a nice-sized room to accommodate the new arrival.

Customers Ask for Halftones

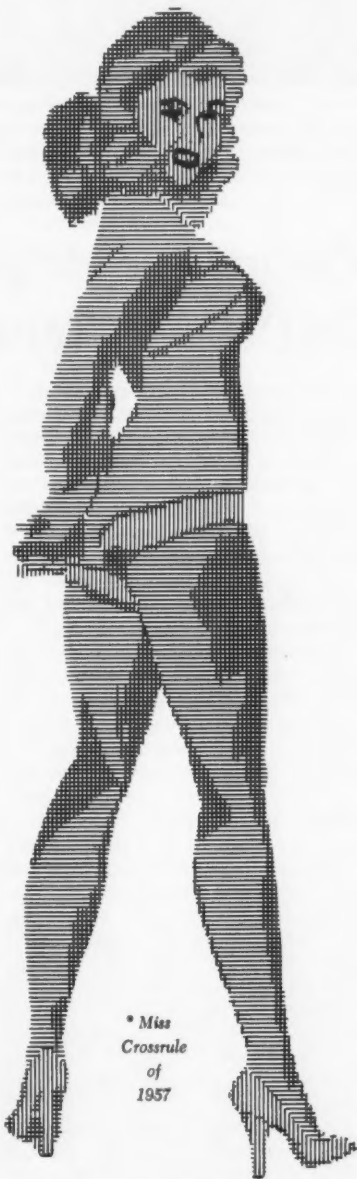
"Along about this time some of our customers began to request that we put in a halftone here and there. In a trade magazine we saw an advertisement, 'In good condition, one 120-line Levy halftone screen, size 10x12 inches.' So we answered the advertisement, bought the screen and plunged into the mysteries of halftone procedure, totally ignorant and unashamed.

"We had no experienced photographers in halftone. Besides, we figured we didn't need experience. We could read! There were many very clear and accurate books that told how to use a halftone screen. Very simple, we thought, and sure enough, we did make halftones right from the start. Not especially good ones, but we were proud of them.

"As soon as our artists saw we had the screen, they immediately wanted to assert their artistic talents and submit to the customer sketches in full color. This meant process color work about which we knew nothing. So we bought more books

and did more reading. Since our salesmen were calling on the citrus packers in Florida, we decided to take a shot at this label business.

"We ordered our first process plates from a trade shop up East. With fear and trembling we put them on the offset presses and, to our amazement, the presses ran them. Our several years of line work now stood us in good stead. We were ready for process color and didn't know it. As long as we had our plates made by a trade shop we got along fine.



* Miss Crossrule of 1957

* Made entirely of horizontal and vertical lines

Real color lithographer doesn't look at the picture but pulls out magnifying glass and studies dot formation. He can't do it with this illustration, however, used by J. N. Anzel, Inc., New York, as part of the plant's direct mail promotion

"I want to remind you that all this time we were producing process color work on our letterpress presses—not of a mediocre quality either, but of a very fine quality. And besides, our facilities were growing some, too. A new 25x38 flat-bed replaced the old. An automatic pile feeder had replaced the hand feedboard. Our Vertical had another to keep it company, and so did our job press. A 22x34 flat-bed press had found its way in and had made a good place for itself. Our letterpress shop was modern and was capable of fine color process work.

"However, the cost of original plates from the engraver was high, and more likely than not, he made more money off our color jobs than we did, for competition was keen in letterpress in our community. But sizes are limited for process color on letterpress, and gang runs from electrotypes are a problem. For these reasons we concentrated on our offset as a means of color reproduction.

Tackling Offset Process Color

"So, we entered a new year—fine letterpress color printers but mediocre offset color lithographers and took our first real offset color process job, a 24-page, 9x12 booklet with full color on every page, a hot potato from start to finish. It was our chance to show ourselves and our customers that we were ready to do good color work. The boss would be away three months and we had ten weeks to deliver the job. So, when he got back, would he be proud!

"Well—it didn't quite work out that way. Our best efforts were put into the job. We worked night and day, made and remade plates, proofed and reproofed—all to no avail. When the job was finished, it was just another mediocre job.

"After that, the halftone screen didn't get outside the darkroom often. It was stored away in the box to gather cobwebs. Since it was of little use to the shop, we felt it could probably be done away with, but one day I asked the boss if I could play with it at home. The boss was glad to see the thing go. So the screen saw light again in a home workshop.

"The little screen and I kept late hours together, and spent our week ends and holidays working on strange and silly procedures—different angles, different films, different filters, different papers, different chemicals.

Job Becomes Unscrambled Mess

"There followed experiment after experiment after experiment—halftone prints, continuous tone prints, dye transfer color, chromatone—there were color prints from still life, from water color, from oil paintings, from Kodachromes, even from reproductions. It was a mess: continuous tone, halftone; combination continuous tone and halftone. It looked like a mad scramble—or maybe a differ-

ent approach to process color if the mess could be unscrambled.

"The screen, the continuous tone, and the color prints were perhaps the answer. It seemed that among them there was a better, a simpler, and a surer way to make color process for reproduction. It worked in the homemade camera workshop on stripping film—why wouldn't it work in a litho shop on a press? We were anxious to try it; but unfortunately, circumstances prevented this.

"The war was on, paper was hard to get, personnel was needed for the armed services. Our work was strictly commercial work and essential work, and as far as improved process color was concerned, it was forgotten.

"After the war we started in earnest to apply the things the little screen had taught us. The plan that had worked so well in a homemade camera workshop worked just as well in the plant camera and pressroom. We went to press with our color process job and felt that our work was no longer poor in quality. We tried our new-found method over and over to be sure that we hadn't just lucked out on a job or two. Our confidence mounted. We knew we had a good product; we knew we did it differently. Some of our samples somehow found their way to buyers of fine color lithography in the East.

Big Demand for Process Color

"Before we knew it we had more calls for process color than we could hope to handle with our limited equipment. We had to get more equipment or pass up color process, for we could do no more work with our little family of offset presses. They were running full blast—24 hours a day every day on our bread-and-butter accounts.

"So again we placed our order for what we thought was a whopper this time—a 35x45, two-color. This larger offset press alone could handle our present volume of work for it had eight times the capacity of the 17x22. It was four times as large and put on two colors at a time. We could devote some of our smaller presses to our new-found process color. We would put our offset pressroom in a separate building next door. We would enlarge our camera, plate, art and dot-etch departments to fit. These things we did. We now have 17,000 square feet of floor space instead of 4,000.

"Offset has benefited our entire plant. For instance, a new Linotype machine has appeared. Our letterpress shop kept abreast of the times. It was modern. It's still modern today!"

That's Tom's story, another case of a man and a press, and how both of them ran! Tom's volume of business is 21 times as great as it was when the first little Harris was installed. Can you think of a better run for your money?



Harold D. Spencer, vice-president, general manager, Western Printing and Litho Co., Poughkeepsie, N.Y., was honored recently by civic leaders in Poughkeepsie for his "loyal and meritorious service to the community" as a 20-year leader in civic and charitable organizations. Seen with Mr. Spencer as he received a certificate of appreciation are (l. to r.) Dr. Robert Morgan, president, Catherine Street Community Center; Mr. Spencer; Poughkeepsie Mayor J. Thomas Dietz, and Mrs. H. D. Spencer

Committee Helps LNA Members To Develop Better Cost Methods

The planning of regional meetings to help members develop better cost accounting procedures—scheduling of 11 new publications for distribution in 1958 and the reevaluation of Federal income tax matters with possible benefits in "reinvestment depreciation"—were some of the subjects tackled at a recent two-day meeting of the Cost, Accounting and Financial Management Committee of the Lithographers National Association.

Seven members of the committee, headed by Everett F. Bowden, Forbes Lithograph Mfg. Co., applied themselves to a ten-point agenda at the meeting in New York City. To follow through on its many projects, the committee met again Jan. 30-31 at LNA's new executive headquarters in Washington, D.C.

It is the committee's plan—recommended to the executive committee—to conduct at least four regional meetings during the year in key areas of the country. These meetings will take the form of panel discussions at which the committee's program of developing and implementing better cost accounting methods can be communicated directly to LNA members by the financial and accounting experts who comprise the membership of the committee.

Assignments to committee members for developing the texts of 11 new publications were made at the meeting. The documents, already in various stages of completion, will be circulated to members of LNA as they become available.

Subjects will cover such matters as salesmen's traveling and entertainment expense, replacement of equipment, control and development of office forms, the

estimator and his job, development and operation of cash flow charts, speculative sketches, multishift operation vs. overtime operation, sales budgeting, retention of records, controlling factory labor costs through adequate records, and preestimating procedures.

On Nov. 22 the committee sent its most recent publication, "Use and Occupancy Insurance," to all members. The committee expressed the belief that all members should "seriously consider and evaluate this coverage in terms of their individual requirements." It was noted that "Use and Occupancy Insurance" is available without coinsurance, under the LNA Master Fire Insurance Plan.

Total insurance in force under the LNA plan now totals \$23-million.

Following a survey in which 30 LNA member companies participated prior to the meeting, Sidney Peloubet of Pogson, Peloubet & Co., certified public accountants, reported to the committee on the effect of a method of depreciation called "reinvestment depreciation" on the lithographic industry.

Mr. Peloubet's conclusion, based on the experience of LNA plants, was that "if reinvestment depreciation were deducted in calculating taxable income, the present depreciation deduction for members of the lithographic industry would be increased by between 50 and 100 per cent."

As a result, the committee adopted a resolution for submission to the executive committee, stating that "the report indicates certain possible benefits to the industry and should be supported by an industry representative preserving data to the House Ways and Means Committee."

Here Are Ten Ways You Can Ruin Good Offset Plate on Your Press

What are the ten best ways to ruin a good plate on the press? Here's the answer from Charles W. Latham, lithographic consultant for the New York Employing Printers Association:

Too much ink, too much water, too much acid in water, too much gum in water, too much roller pressure, too much blanket pressure, dampeners set too heavy, too much stopping of the press and letting the plate dry up, not enough ink on image areas, too thick gum on the plate when gumming up.

What are the basic elements for improved handling of lithographic plates to reduce pressroom troubles? Says Albert Materazzi of Litho Chemical and Supply:

Adequate flats made of quality golden-rod to hold back light in nonprinting areas, qualified personnel, adequate space for platemaking, careful testing of plates to check desensitization.

Mr. Latham, Mr. Materazzi, and David O. Johnson of Princeton Polychrome Press were panelists at a recent session of NY EPA's Lithographic Division with its chairman, Edward Blank of Publishers Printing-Rogers Kellogg Corp., acting as moderator.

For testing desensitization Mr. Materazzi advised pressmen to roll the plate up solid to see if it will clean properly, and to make the same test daily just before quitting time. For washing out and filing the plate he recommended using a 50 per cent resin and 50 per cent talc powder. He urged that plates be purchased on the basis of specifications determined by the length of run, color register and sharpness of detail.

"Pressmen should know that for close multicolor register a zinc plate is not a good choice because it stretches," he said. "An aluminum plate will give a sharper image, and a polymetallic plate the sharpest possible dot throughout the run."

He pointed out that dirty dampeners often cause scumming, "but lithographers should expect dampeners to get dirty, and should be prepared for it, since dampeners are the best things to get emulsified ink off the plate."

When gum adhering to the lacquer causes blinding, ink rollers should be lifted while some sheets are run through to try to work off the gum.

Mr. Latham stressed that plates should be properly etched, post-cleaned, and treated with nonblinding lacquer.

"You can't expect the pressman to gum up the plate every time he stops the press," he said. "In too many plants he is not given a good plate to begin with."

He emphasized careful layout of the sheet as an important element in avoiding register problems. For getting fine register he advised:

"Work near the gripper and side guide where register is apt to be good. Place solids carefully to reduce the chance of ghosts and tail hook. Solids placed along the back edge of large sheets will intensify any tail hook you may be getting."

Mr. Johnson saw the need for camera personnel to review the basic elements of photography. They must know modern techniques in staging, opaquing, shooting line negatives and halftones.

"Don't be satisfied with flat prints supplied by customers," he said. "Get the

artist to put in some pure whites or blacks, or manipulate your camera to get the same effect. Make sure your customer knows how the print will reproduce on the stock selected."

Mr. Johnson explained the Kodak-three-color process and cited its advantages for short runs.

NYC Offset-Letterpress House Names Officers

David Weil's Sons Lithographic Co., Inc., combination litho-letterpress house in Brooklyn, N.Y., has entered its 93rd year with a new lineup of officers.

Sig Stern, who became secretary in 1909 and president in 1935, was elected chairman of the board. Herbert Sachs Hirsch, secretary since 1935, is Mr. Stern's successor in the presidential office. Herbert S. Hirsch, Jr. was named secretary. Arthur Staib, Jr. is the vice-president and Arthur Staib, Sr. is treasurer.

David Weil founded the company in 1865 with a small shop in downtown Manhattan. Mr. Weil died in 1889 and operations continued under the direction of his sons Henry and Morris Weil. In 1894 they incorporated the business with Charles Staib as vice-president and Morris Hirsch as secretary.

When Henry and Morris Weil retired in 1909, Morris Hirsch became head of the business. Charles Staib, former vice-president, was elected treasurer and Sig Stern secretary.

The business that David Weil set up with only a few employees in a small space has grown into a three-floor operation in the Brooklyn building which the company owns. Plant and offices were moved in 1924 from the Manhattan location, where in the 1930's the payroll had listed some 70 employees. Modern equipment making for more efficient production has reduced the number to an average of 50. Facilities for specializing in the production of packaging and advertising materials include two cylinder and two job letterpress presses, two large litho presses and a platemaking department.

MLA Offers Negatives for Use In Offset Litho Plants

A year ago the Metropolitan Lithographers Association, 33 W. 42nd St., New York 36, published a "Lithographers' Operating Forms" portfolio running to 32 pages and priced at \$5 per copy. It contained reduced specimen forms ranging from estimates and job bags through various litho departmental payroll forms. Many nonmember firms purchased the portfolio, according to the association.

Now negatives of any of the forms are available to portfolio purchasers at trade rates. Negatives come in original size or as reduced on the 9½x12½ portfolio pages.

New York Employing Printers Association Lithographic Division held a meeting and exhibit recently in New York. Panelists inspecting a presensitized plate are (from l.) Edward Blank, Publishers Printing-Rogers Kellogg Corp., division chairman; David O. Johnson, Princeton Polychrome Press; Albert Materazzi, Litho Chemical & Supply Co., and Charles W. Latham, NYEPA lithographic consultant





Judges in the fourth quarterly Excellence of Lithography competition were (l. to r.) Dean Cunningham of Robert Wilmans, Printer, Dallas, representing the Dallas Club of Printing House Craftsmen; Wayne V. Harsha, editor, *The Inland Printer*, Chicago; Gordon M. Hughes, vice-president of Jarvis Press, Inc., Dallas, representing the Dallas Litho Club, and Roy Cowan, president, Southwest Printing Co., Dallas, representing Dallas Advertising Club. Judging was done in Dallas Jan. 14 and entries and winning ten specimens were open to public view following day as part of Printing Week. Excellence of Lithography competition is conducted quarterly by the Minnesota Mining and Mfg. Co.

Hints on How to Speed Up Offset Premakeready and Makeready

In lithography the term makeready has a slightly different meaning than it has in a letterpress shop. While it has not been specifically defined, it is generally conceded that a litho makeready is as follows: *All work that is done on the press preparatory to starting a new job or a different color, and directly related to that job.*

The term can be applied to any procedure done prior to makeready that will reduce makeready time. Any part of the makeready that can be done while the press is still running on a previous job may be called premakeready, which also could include piling of paper on press skids or platforms prior to press shut-down, and fastening blankets to bars for quick application to cylinders.

A common procedure on regular presses is to use cylinder marks for quick plate register. Marks are put on the plate by the platemaker. The pressman positions the marks to definitely located marks on the cylinder, and the plate is in register.

In some plants that use mostly photo-composed plates, there are plate positioning pins in both the photocomposer and the press. These are positioned identically so that when the plate is positioned to the press pins it is in register.

Matching colors, proving jobs, mixing ink, placing waste sheets and blank sheets on top of the paper pile are all parts of premakeready.

Checking of paper for moisture balance, conditioning paper, proofreading plates, almost anything that will reduce makeready down time of the press, could be termed premakeready.

There are as many ways to make ready as there are pressmen. The most efficient

men have a routine. They lay out and put into practice a sequence of operations for themselves and their helpers. They get the next plate out ahead of time and check it. They read the job order, check ink and paper, and see that the materials for wash-up are at hand. They plan ahead on anything and everything that has to be done when the press shuts down.

When estimating, there is more than one classification of makeready. A full makeready that requires the starting of a new color job is greater than one where there is just the changing of color and plate. Many of the makereadies on book work mean only a change of plate with no change in paper, color, fountain settings or even wash-up.—New York Employing Printers Association, *Lithographic Division Bulletin*.

Plan Travel Arrangements For LNA Conventioneers

The program for the Lithographers National Association's 53rd annual convention April 28-May 1 is due for announcement this month. Meanwhile, arrangements have been completed for Trans-World Airlines service from Chicago and New York City to Phoenix.

Members and suppliers convention-bound have an opportunity to make the sky-lane trip together on TWA Super-Constellations. Two airplanes having 61 first class seats leave New York's Idlewild Airport on April 26 and 27, approximately at 1 p.m., refuel at Kansas City, and land in the convention city at about 5:30 p.m. Another pair taking off from Chicago's Midway Airport at noon on the same days will make nonstop flights.

Two Reasons Why Plates May Go Bad on Left Side

Presensitized plates tending to scum on the left side prompted a litho printer to blame his press. He makes his own plates and had checked the press thoroughly. So he sent a please-tell-me-why request to the Lithographic Division of the New York Employing Printers Association. Here's the gist of the reply from Charles W. Latham, NYEPA lithographic consultant:

"There are two possibilities for plates going bad on the left side. A platemaker developing and rubbing up his plate on a slippery surface had to hold it down with his left thumb and finger. This steadied the plate while his right hand worked on it. He lifted his left hand from time to time and hit the plate with the sponge on the left side of the plate. He didn't do this often enough so the plate scummed.

"If it has to be held, the pressure should be at the top or bottom. This is the best way to support the plate on a nonskid surface so all parts of it will receive the same amount of working. There should be little trouble of this sort if the plate is held top or bottom where clamps contact it.

"In another case the press was the type that has helical gears, and all of its vibrating inkers required lubrication on the left side, inside of the frame. The pressman was making two mistakes. He was using a lubricant that was too fluid, and using too much of it. As the press got up to full speed and warmed up, some of the excess lubricant found its way to the surface of the rollers. Lubricant mixing with the ink caused a greasing up of the plate along the left side. It's a good idea to follow manufacturers' instructions regarding methods and materials in lubricating a press. Too much lubrication causes damage only on rare occasions."

The four-billionth Dell comic book recently came off the press of Western Printing and Lithographing Co., Poughkeepsie, N.Y. George T. Delacorte, Jr., vice-chairman of the board, Dell Publishing Co., shows his affection for the Dell comic books





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	Dwight Brothers Paper Company*			Houston	Carpenter Paper Company
	Parker, Schmidt & Tucker Paper Co.	NEW MEXICO		Lubbock	Carpenter Paper Company
	Charles W. Williams & Company*		Carpenter Paper Company	San Antonio	Carpenter Paper Company
Decatur	Decatur Paper House, Inc.	NEW YORK			
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Indianapolis	Indiana Paper Company, Inc.		Holyoke Coated & Printed Paper Co.*	Richmond	Epes-Fitzgerald Paper Company
IOWA			Milton Paper Co., Inc.		
Des Moines	Carpenter Paper Company		Pohlman Paper Co., Inc.	Seattle	WASHINGTON
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Sioux City	Carpenter Paper Company		Royal Paper Corporation	Spokane	Carpenter Paper Company*
KANSAS			The Whitaker Paper Co.		Blake, Moffitt & Towne
Topoka	Carpenter Paper Company		Charles W. Williams & Co.*	Spokane Paper & Stationery Co.	
Wichita	Southwest Paper Company		Bulkeley, Dunton, Far East	Tacoma	Blake, Moffitt & Towne
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BOOKS FOR THE PRINTER

The Inland Printer maintains a Book Department and copies of the Book List may be obtained by writing the magazine, 79 West Monroe St., Chicago 3, Ill. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 35¢ handling charge

Dictionary of Contemporary American Usage

By BERGEN EVANS and CORNELIA EVANS (Random House, Inc., 457 Madison Ave., New York 22. \$5.95).

Unlike the ordinary dictionary, this book is highly readable and entertaining, with humor, opinion and advice lending flavor. Current usage and contemporary interpretation of words and phrases used both in America and England, with their national differences, are given with their historical development traced to ancient sources. Explaining idiomatic phrases, grammar, subtle meanings, and proper usage is the function of this book.

Not every word in the English language is included. However, there is no stinting in the explanations for the words chosen. Since most of them are the more familiar ones, frequently used and misused, many are relegated to the category of Cliché: "... Many clichés were once original and clever, but repetition ... for hundreds and even thousands of years in some instances, has worn all originality and cleverness away ... Our speech is probably more crammed with clichés today than ever before ..."

The authors' vast knowledge of the English language as well as their erudition and wit are well expressed in this work. Bergen Evans is professor of English at Northwestern University. He has appeared on television and is a well-known author. His sister, Cornelia Evans, is writing consultant in the Department of Health, Education, and Welfare in Washington, D.C., and is the author of the prize-winning novel, *The Cloud of Witnesses*, and other works.

What the Lithographer Should Know About Paper

By ROBERT F. REED (Lithographic Technical Foundation, 131 E. 39th St., New York 16. \$1.50 to members, \$5 to non-members plus 18 cents handling charge).

This Technical Bulletin No. 8 is a complete revision of the book published in 1949 and almost twice its size, reflecting the information which has become available since then. It was written to bring

together all technical information on paper that can be helpful to lithographers and to lithographic paper and paperboard manufacturers.

In his preface Mr. Reed points out that the 149 pages plus index and a glossary of technical terms should be of help to practical men in avoiding and remedying paper troubles. An entire section is devoted to paper problems. Of special interest are sections on practical paper testing and handling paper in the pressroom. The new edition is profusely illustrated.

1957 36th Art Directors Annual

(THE INLAND PRINTER Book Department. \$12.85.)

Robert C. Atherton was editor and Nelson Gruppo designer of this large and well-chosen collection of art work. Advertising art, editorial art, advertising design, editorial design, television, and an annual report are the categories of material. Except for a few award-winning pieces in full color, the reproductions are in black and white.

Modernism is the trend for these examples, many of which are excellent for their originality, composition, sensitivity,

and choice of material. The book can serve as an inspiration for future designs as well as a review of the higher quality work produced in 1957.

Statistics of Paper—1957

(American Paper and Pulp Association, 122 E. 42nd St., New York 17. \$10.)

Growth of the pulp and paper industry through the first half of this century is summed up in this 75-page report. It shows that paper and paperboard consumption per capita increased 7½ times since 1899, a faster rate than that of the nation's population growth.

Paper and board production has increased 15 times, pulpwood production 19 times, pulpwood consumption 18 times, paper, board and paper product exports 36 times.

Silk Screen Printing

By JAMES EISENBERG and FRANCIS J. KAFKA (THE INLAND PRINTER Book Department. \$1.85).

The process of silk screen printing is explained from the most elementary hand techniques to commercial equipment methods. Making one's own equipment is carefully outlined. First experiments, the actual printing, mixing colors, the tusche and glue method, reverse color printing and other aspects are covered. Illustrations show exactly what is meant by the text.

Occupational Outlook Handbook

(United States Government Printing Office, Superintendent of Documents, Washington 25, D.C. \$4).

The Department of Labor has prepared the 1957 edition. A 25-page section which deals with "Printing Occupations—The Printing Industry and Its Workers" gives information on the current and immediate future manpower needs of the industry. A reprint of this part will be available in several months.

Manpower recruiting booklet, "Your Career in Printing," showing New York School of Printing's new home to open next fall, was distributed to junior high school educational and vocational counselors who were hosted by New York Employing Printers Association recently. From left are Ferdy J. Tagle, school principal; William Mapel, president, Publishers Association of New York City; Don H. Taylor, NYEPA president; Dr. C. Frederick Pertsch, associate superintendent of New York City schools



LESSON OF MONTH FOR COMPOSITORS

• A common bad practice in setting type for booklets—saving pennies, it is true—is to set all copy in a single measure determined to provide at least decent margins for what we'd call "full" pages. Quite often, we have noticed, the matter necessarily to be alone on one page doesn't begin to fill the type-page depth; it may take but half of it, as in page below, and often much less.

We are not saying the individual at fault in this instance is oblivious of the fact that

The 1957 Football Brochure

This 1957 football brochure presents information which those responsible for its production hope will be helpful to all media of communication—TV, the Press, and Radio.

Space and time have been limiting factors in the over-all presentation of features and data which will be furnished by the Public Relations office, on request. A supplement of current information will be inserted in future copies of this publication, giving statistics to date.

In addition to the editorial work of the Public Relations office and its staff, layout and printing was under the direction of Prof. Leroy Brewington, supervisor of the College Department of Printing, and staff members Ray Boyer and Leonard Fluharty.

the type, set in measure quite all right for pages of full height, is too wide here. Knowing of the one, two, three short pages, as he should, it seems he might have considered them apart and avoided the bad effect.

Obviously, it is better to leave the page as it is than space the lines out to full type-page depth. What he failed to consider was setting the matter which would obviously run short in a narrower measure, as we did for reset on the right.

With type page on left so wide in relation to paper page, proportion and shape harmony are violated, and margins are disproportionate. The shape of type group on the right conforms practically, if not ideally, with that of paper page, and the margins are comparatively quite pleasing.

SPECIMEN REVIEW

By J. L. FRAZIER

Odd-Shaped Halftones Spark

SYDNEY TECHNICAL COLLEGE of Sydney, Australia.—We recall a lack of enthusiasm on our part for last year's booklet which programmed and commemorated the meeting at which outstanding students of the Graphic Arts School were given awards. You may be proud of the one for this year, just received. The 7x10-inch booklet has character and features the same form of type throughout; the style is distinctive and

about these halftones reminds us to note how beautifully they're printed by offset on very rough paper. Our preference would be for heavier prints, but those in this book are contrasty enough. They are certainly not pale, and, best of all, are clean. The accomplishment of the press department is all the greater because the plates were not made from studio photos but from good snapshots. We consider the three forward pages of text, those with all type lines set even measure, would be improved if leaded one point. This is particularly important in view of the extraordinarily wide page margins. Proportion and relationships are involved. The interesting cover illustrates how, when the widths of several groups are about the same, one must forego centering, spot some to the left side and others to the right to achieve informal balance. By your arrangement of the cover, however, the effect is weakness toward the upper right-hand corner, where strength is necessary, and the left side of the whole overbalances the right side. Consider how a seesaw operates and arrange the type groups accordingly; remember, of course, that the smaller weight requires more distance from the fulcrum, and you'll see the point. The design is also a bit low on the page. All in all, however, the booklet measures up to what anything representing the industry should match.

When Reading Becomes "a Breeze"

TRIGGS COLOR PRINTING CORP. of New York City.—No one appreciates fine printing, beautiful typography, and effective design more than we do. This department is, by word and example, devoted primarily to helping readers in those particular respects. In between there is something without which all the fine typography and all the appealing copy go for naught—readability. Between a decent looking page which is read with ease and comfort and a beautiful one, the reading of which is difficult and tiresome, we'll accept the former every time, and that is just where you and your publication, "The Brayer," come in. It is veritably a treat for sore eyes. It would seem that your objective is the acme of readability. With the 8½x11-inch page, you eliminate space restrictions and the temptation to use type that's too small. The text in two 20-pica columns is set in one of the most readable romans, Times New Roman, in 10-point size on 12-point body. As you seem to know, weight as well as size is a factor in legibility, so you chose the style which, in our opinion and that of many we have queried, is just about perfect in that respect. For an item of this kind, bigger type would be out of proportion to the page. Many others should follow the example of "The Brayer."

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simulates the old humanistic writing which antedated printing. The second color, light brown, is not only pleasing, but unostentatiously prominent and supplements the warm-toned antique paper of the cover and text. The feature of greatest interest to us, and one which contributes variety and interest and enlivens the otherwise conventional and pleasing pages, is the unusual shaping of halftone illustrations on a number of left-hand pages. They are uniformly four-sided, but without any side vertical or parallel with another. Shaping in each instance was accomplished for another reason than simple contrast with the usual square illustrations. Large and useless parts of the pictures were eliminated in the process, and balanced backgrounds resulted. Our writing

Items submitted for review must
be sent flat, not rolled or folded.
Replies cannot be made by mail

We note the copies are round-hole punched along the left margin for a ring binder; that's a fine idea since every issue contains information about printing and many who receive the publication will want it for reference. Finally, the presswork is excellent—of vital importance to work of the character turned out in your shop.

Scratch Pads in Texas

THE CLEGG COMPANY, San Antonio, Tex.—Now we're convinced of the bigness of Texas and of everything bearing the brand; in fact, we're convinced the adjective "big" is a synonym for the name of your state. We are all but sure of that claimed over-all bigness—as in acreage, hats, drive-in theaters, and horns on steers, not to mention the King Ranch. It has re-

mained for you, advocate of the idea, to finally convince us. If our wondering whether or not we'd ever get back home when motoring from Texarkana to El Paso, and seeing the aforementioned hats, drive-ins, etc., weren't convincing enough, then your "Texan" scratch pad surely is. There are exactly 25 sheets to the pad, backed by a heavy card of something better than the customary strawboard grade. The stock for the memos is of good weight and grainy finish, easy to write on. The sheets measure 14x17 inches. Across the top, between "The Texan" on the left and "Scratch Pad" on the right, in half-inch heavy block caps, there's an eye-arresting sketch of the head of the animal with the long horns that made Texas famous. All of this with a cut-off rule below is printed in green to suggest fertility of soil. There's another line of type in green across the bottom of each sheet, so small that some will have to don eye-pieces to learn from it that you are the supplier and that additional pads will be supplied on request. In our opinion there is a lot of merit in the idea aside from the laughs the pads will stimulate. The laughs will focus attention on the Clegg Co. in a highly favorable manner, and don't be shocked if you get unexpected requests for more pads; indeed, we're about through with ours, and if we don't ask for another, it will be because we don't want to stick you with postage charges.

Stationery Has Power-Plus

KERN STATIONERS LTD. of Toronto, Canada.—One thing, for certain and without question, can be said of your matched stationery forms. They have power—even to spare, whichever way one accepts the designation. To be "matched," there must be, of course, a common element prominent on all items, featuring the name and maybe the product of the user. The merit of the idea is that by being repeatedly seen the name and the product become more impressive and more likely to be remembered. That's all to the good. The common element on your forms is a reverse color panel in black, size 4x2 inches on the letterhead, on which it bleeds off the top and the right side. Reversed in this plate, there's a large, thick cap "K," the vertical element of which is broken for a space to show "Kern" in white. "Stationers" is in black across the center of the right-hand element of the big "K," and "Company" appears as the second color in red; the complete, gigantic, reversed letter and a small spot midway of the vertical element of the smaller "K" of company name, appears white. Indeed, the short word vies with the much bigger red "K" in force of impact. Thanks to the contrast implied in the beginning, the panel seems to us to be too powerful; others might not think so. No other combination of colors would be as strong as the black and red, but we find ourselves contem-



Map and a word disclose source of folder, front shown above. Reverse color panel isn't to symbolize "darkest Africa," but for guaranteed power of striking contrast. John Guy, of Durban, Natal, where it is as bright as anywhere, had it printed in black and light blue

LEE DIMENSIONS

Asked who among those whose work we see has gone farthest from start in achievement of fine printing during recent years, we'd say Bill Stone of the Sequoia Press, Kalamazoo. As this cover from magazine of the Lee Paper Co. indicates, there's sparkling modernity in what he does without sacrifice of vital readability. Since installing offset, Stone is a great champion of the process, says that it provides the freedom of expression he feels necessary

Reproduction below is from a 9x14 1/2-inch broadside presented as a keepsake to members of the Typocrafters at 1957 Meeting by Advertising Agencies Service Company, New York. The group of avid typographers—kept small and select for benefit of most intimate discussion—now has 30 members. It has met once a year for over two decades at Indianapolis, St. Louis, and Chicago, without speeches, even without officers. Albert Schiller, all-time great in "painting" pictures with ornaments, border units, and rule, wrote and designed the piece, printed original in brown on cream-toned paper



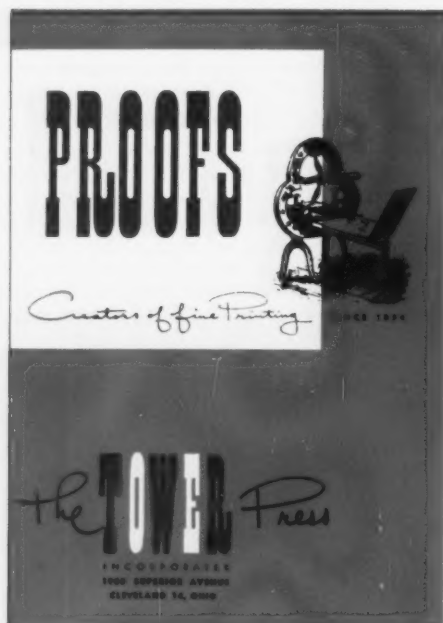
A Greeting to The Typocrafters, meeting at Chicago, September 28-29, 1957.
from Advertising Agencies Service Company, Inc., New York

TYPOGRAPHY

may be defined as the craft of rightly disposing printing material in accordance with specific purpose; of so arranging the letters, distributing the space and controlling the type as to aid to the maximum the reader's comprehension of the text. Typography is the efficient means to an essentially utilitarian and only accidentally aesthetic end, for enjoyment of patterns is rarely the reader's chief aim. Therefore, any disposition of printing material which, what ever the intention, has the effect of coming between author and reader is wrong.

Stanley Morison

Lately, we have not deplored the fact that finer work comes from English schools of printing than from ours. Chief reason has been the work of Alexander Lawson, his associates, and students at Rochester Institute where 17x13-inch broadside shown above was done. Stanley Morison created the type used, which is Times New Roman



Striking design for envelopes, the dominant features, distinctive type and lettering, or writing, being used on other forms. "Family resemblance" between all items is also accentuated by the same dull yellow color used on all

wrong font?

for the finest collection of wrong fonts in type and photo-lettering

typography shop

at the sign of the calligraphic hand

110 cain street northwest / atlanta 3, georgia / jackson 3-2961

Sol Malkoff, able Atlanta typographer, could own the slogan "Not a cap in a carload" without dispute, and his blotter above will get the eye wherever it goes. Alternate letters of the heading are in light and dark green

plating the idea that, considering the large size, some other combination of colors would have power enough and be less stark than the black and red. These other colors, being more unusual, might add to the influence to remember. Blue instead of black and yellow instead of red—both on the soft side—come to mind as possibilities; or even some less frequently seen hues such as violet. There is quite a contrast in weight between the panel and the two lines of italic type at the left which give the address and telephone number. The type, fortunately, is fairly heavy, yet looks comparatively weak in comparison with the very heavy reverse color panel. We suggest extra-bold sans serif.

Model for Anniversary Books

A. B. HIRSCHFELD PRESS, Denver, Colorado.—Quite the most impressive commemorative book we've seen in recent years, and one of the all-time greatest, "In the Beginning" sets an exceptionally high standard for every graphic arts process involved, and with the finest materials. It was issued to celebrate the golden anniversary of the founding of your company by the late and good "A. B." in 1907. The history and growth of the Press are traced in the text along with considerable reference to the city of Denver, and more about "A.B.," as dynamic a personality as we have ever known. He started the business with a \$35 investment and a Kelsey



The charm and freshness achieved with calligraphic writing apparent here are much more manifest on 10½x8½-inch original by G. H. Petty, Indianapolis, with printing done in brown on cream-toned paper

hand press. A leaf tipped onto the second blank right-hand page discloses that Mr. Hirschfeld lived to see the final pages roll off the press. Knowing him as willing to battle and spend for perfection, we know that with all his fine discrimination he must have been delighted. Inside pages of 8x9½ inches are hard-bound with the board backs somewhat extended. How the backs are covered and other features should be noted and recorded by every printer who hopes he will some day be called upon to turn out such a book. "Gold" proxylin-coated paper, embossed to simulate the surface of rough-woven cloth, covers the boards. Nothing could be richer or more impressive. Near, but not too close to the upper left-hand

The Pi-Box



**SAN FRANCISCO CLUB
OF PRINTING HOUSE
CRAFTSMEN** *October 1957*

In black and red on light gray paper, original of 6x9-inch bulletin cover reproduced above has merit unseen here, reduced so much and on white paper. Unorthodox distribution of white space adds character

corner on the front, appears the Hirschfeld or Denver crest measuring 1½x2½ inches at extremities and embossed with sections of the shield and surrounding decoration in white, red, green and deep blue. Too many printers wouldn't go to the expense for such "finish," but what we call "class" could not be achieved in any other way. The title, "In the Beginning," appears in fairly bold italic lettering near the bottom and to the right of center. There's no use having a "gold" cover and filling it with design. The spread of the inside front cover and the first inside page bears a bleed halftone made from a photo-

graph of Denver's business district in 1907; the halftone in the back illustrates how the district looks now. The standard page format includes a band nearly an inch wide along the outer edge, printed in gold from a reversed plate showing a string of leaves pointing upward as if printed in white. Many pages carry only halftone illustrations of famous buildings in other days and of men prominent at one time or another in the affairs of the city. All of these are in black. On some pages there are pertinent line illustrations printed in a beautiful, rather light blue; these cuts add interest and life. Near the front there is one page to which we have turned several times; it appeals to us more than any other. A bit above center there's a fairly large line illustration of the small hand press with which A. B. Hirschfeld started in business. It is in the light blue ink, and the only other thing on the page is the line, "In the Beginning," which, in hand-lettered italic, appears in black near the lower right-hand corner. We turn from this page to the very last on which halftones show the first shop, and your present building. We are forced to believe once again that "great oaks from little acorns grow."

Size and Space Relationships

LEROY BREWINGTON, Pittsburg, Kansas.—In our "barnstorming" period, we worked in three shops within the year involved. A couple of months were profitably spent setting ads for, and making up, the daily *Headlight* of your city. The paper was owned by three brothers Moore, one of whom ran the back shop and was most tolerant of the kid from the country who, at the onset, thought nothing of justifying loose lines in ads with tooth picks and wood matches during lock-up. We have watched your work with interest more and for longer than you think. When we point to flaws in the items you submit, we will be thinking of your charges as being

The Old
Mistresses'
Apologue
by
B. Franklin

Seldom seen, hundreds are ignorant of the marbling process, unaware of papers simulating its effect. Too bad. John Anderson, Pickering Press, Philadelphia, used such a novel paper, with deep red dominating the medley of colors, for the cover reproduced above. Title in black appears on glued-on label



G. H. Petty and George Taenzer, Indianapolis, created and produced the French folder, first and third pages of which appear above, as a keepsake for members at latest meeting of the Typocrafters. Title page is ingenious, highly interesting, and, as it is felt many will enjoy the old poem, page three is shown alongside. Of course, further old-time flavor is supplied by the Barnum or similar type heading, but most interesting feature is the small piece of ink-daubed cloth (towel) which Petty's good soldier—his wife—glued onto page two within a panel

The Printer's Towel

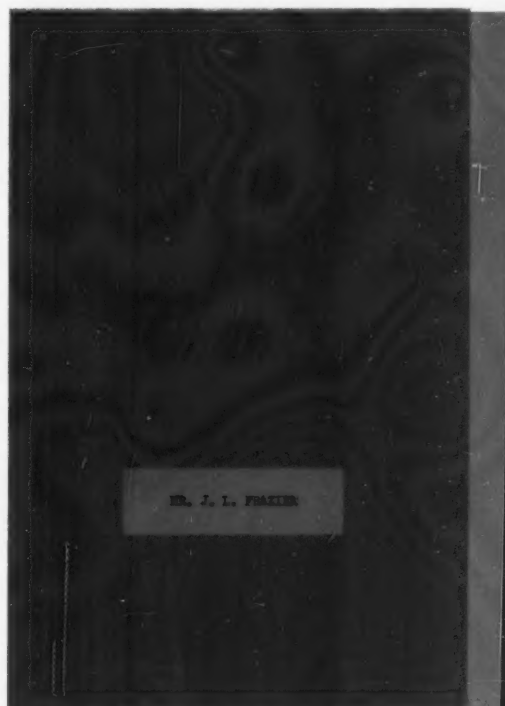
BY ROBERT BURDETTE

When I think of the towel,
The old-fashioned towel
That used to hang up by the printing house door,
I think that nobody
In these days of shoddy
Could hammer out iron to wear as it wore.

The tramp who abused it,
The devil who used it,
The comp who got at it when these two were gone;
The makeup and foreman,
The editor (poor man),
Each rubbed some grime off for the heap they put on.

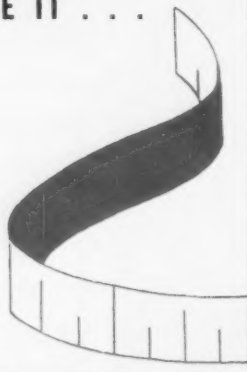
In, over and under,
'Twas blacker than thunder,
'Twas harder than poverty, blacker than sin;
From its roller suspended,
It never was bended,
And flopped on the wall like a banner of tin.

Growing thicker and rougher,
And harder and tougher,
And daily put on a more inkier hue;
'Till one windy morning,
Without any warning,
It fell to the floor and was broken in two.



Knotty yellow pine, highly suitable to historic holiday, is simulated by paper on outside of folder from H. H. Hauschenstein, St. Louis. Recipient's name, in red, appears through die-cut panel from third page where it follows Thanksgiving greeting printed in black against an orange background

NO MATTER HOW YOU MEASURE IT . . .



Customer satisfaction is the main reason people do business with you. Whether you sell to the general public or to a specialized group, satisfied customers add up to one thing — more business.

For more than 80 years Finlay Brothers, printers, have measured their growth in terms of a constantly expanding list of satisfied buyers of printing. It's done by



Front and page 2 of 8-page folder with impressive slant by Hartford printer. Back page continues tape with copy "Findlay Brothers are good printers." Opened by both hands, inside spread unfolds, page on right above is first. Page 2 shows compass in reverse color with positive tape below. Pages 3 and 4 are repetitive of pages 1 and 2



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THE TYPOGRAPHIC SERVICE COMPANY

215 North Senate Avenue, Indianapolis 2, Indiana

There's no denying the very definite advantages of having all stationery forms which leave the office of a company featured by a common design motif. Whatever form the featured element takes, it becomes like a trade mark, supplies instant identification. Impact of envelope is repeated and strengthened by letterhead, and so on; the great power of repetition is achieved. Central motif on forms of the Typographic Service Company, Indianapolis, by its simplicity and force, does a big job. Compare this envelope with card and letterhead at right

much less experienced than the aforementioned Mr. Moore's kid from "the sticks." Hoping to interest and possibly help other readers, we shall devote our space mainly to a single significant flaw in each of three items. Your school letterhead is an interesting layout. Mainly, our criticism concerns the main line "Department of Printing" and the second, "Kansas State Teachers College." We see no point in underscoring the largest lines of any form, particularly of a letterhead. The strengthening is not required—if used, it should be applied to smaller lines to bring them up. We will not deny that the rules in orange lift the lines a bit, but at the expense of appearance, and clutter. Spacing between words is much too wide and, incidentally, the line "Pittsburg, Kansas" is much too close to the line above it. There should be as much space, better a pica more, between these lines than between the two main lines quoted. Now, look at the position of the illustration in orange, overprinted by the type in black. Contemplate this a bit to the right and the effect on lateral balance. If shifted it would cover less of the type on the left, leaving your name clear. It would also balance better with the spaces between words of the main line and it would look as if it were planned rather than, figuratively, "helter-skelter." It also would help if the orange were a little lighter. White space is not well distributed on the title page of the "Opening Convocation" program. In view of the extraordinary amount of white space around the type, and especially between the type groups, the lines are much too tightly spaced. Whiting out is a relative matter. The

lines would look less crowded if there were more type on the page. The "Football Schedule" booklet is very well handled, but the first inside page exemplifies an error very common in handling booklets. The measure is decided upon and followed throughout the copy, disregarding the fact that very little will be made up in some pages, notably pages like a "Foreword." Obviously, if the measure is wide enough to get as much on some pages as possible, this applying to most pages, it is too wide. On this page of your booklet, there are comparatively few lines. The type of the page is disproportionate with the page (paper) itself, and the white space is badly

Long lists of names—officers, for instance—in letterhead copy try a printer's skill. With major display across top as usual, such lists, even in narrow measure, make serious inroads on space, and usually, when such lists do not extend all the way down the sheet, what's left for typing is irregular, of unpleasing outline. Richard J. Hoffman, Los Angeles, solved the problem in letterhead shown above by putting major copy in attractive narrow panel atop names, leaving a pleasingly regular space for typing. Letter, it should be noted, begun near top of sheet, is made more prominent and effective, so more interesting. Original is in black and dull blue on gray

apportioned. The copy should have been set in a materially shorter measure so the side margins would represent better proportion in relation to the white space at the top and bottom. Word spacing, as a rule, is too wide. Your presswork is very good.

Points on Letterhead Design

GILES E. HAMILTON, Mansfield, Ohio.—The four sets of matched letterheads and envelopes are definitely above average. The one of "Vap-R-Flux," which is apparently a system of vapor welding, has a conventionalized hand holding a container of which "V" is a part. The suggestion of blue flame spurting from the right-hand upper element of the letter as the spout, is very interesting. The most pleasing design is the Smucker Studio letterhead, with a neat but not weak layout and use of Bernhard's Tango type, a favorite of ours for smart commercial printing. The style deserves much wider use, so it is complimentary to you that you use the smart, crisp style. Least satisfactory in our view is the letterhead and, to a lesser extent, the envelope for the architects. Sometimes, although rarely, the use of extra-condensed type like that of the name line is justified when space considerations do not make it logical—that is when space is narrow and the maximum size of a line is desired. Filling a line in such thin type requires any but the least letterspacing—not the case in the form here—the main purpose of the type is disregarded and an effect of inconsistency results. The spacing between letters just about equals the width of the letters in this line, and the effect is disagreeably spotty

LETTERHEADS

Mayflower Memorial Congregational Church

168 BUCKINGHAM STREET



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PARSONAGE — 143 0507

Mansfield, Ohio

C. ROBERT KNITTLE
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P.O. Box 1611 - Telephone 38766 - Cables Tourafrica

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Telephone MELOSE 2-3435

THE TYPOGRAPHIC
SERVICE COMPANY

215 NORTH SENATE AVENUE
INDIANAPOLIS 2, INDIANA



Established 1923

215 North Senate Avenue, Indianapolis 2, Indiana - phone Melrose 2-3435

THE TYPOGRAPHIC SERVICE COMPANY

The Typographic Service Company's "business card" is, in fact, a folder, the short top leaf bearing name of individual representative. All forms are printed in medium gray and dull, rather light blue on white

and disturbing. We are not sold on the idea of subordinate copy being in a long line reading from the bottom upwards and in a second all across near the bottom of the sheet joining up with the first near the lower left corner of the sheet. With the type of these lines quite small and printed in gray, reading isn't comfortable. Black is stronger in tone than gray or any color (which black isn't) and what's printed in any of the latter must be proportionately bolder as the color is weaker. That's a good thing to remember. The Congregational church letterhead and envelope are excellent with the lettering in a face combining roman and Old English (true gothic) characteristics. As the lettering is on the heavy rather than the light side, you were wise to print the key form in gray—here a good use as against the poor one mentioned previously—and the color, a pleasing light violet, is an excellent choice for the simple picture of a church window. The design appears first at the right.

umberto pataro

Industria Cartaria e Affini

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TELEFONO 71.269
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TYPOGRAPHY
E. S. PETERSON COMPANY

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2168 SOUTH KALAMATH • DENVER 21, COLORADO • WESt 8-3881

In middle gray and light brown on white, original of first heading, by Giles F. Hamilton, Mansfield, Ohio, reflects suitable dignity, sans severity in contrast. The next, by John Guy, Durban, South Africa, has smashing impact. Color is light blue, also used on Marty's heading by Grant-Mann Lithographers, Vancouver. The benefits from one good common design element on all of a concern's forms are, by the heading of Indianapolis typographer, made undeniable. Too great reduction from already small type of next letterhead by Salesian Graphic School, Torino, Italy, is drag on fine layout. Shown poorly once, Peterson's, in all justice, deserves to be seen again

THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential upon request.

Training Today Builds Master Pressmen Tomorrow

- Pressmen must be equipped to handle new technological developments
- Industrial and professional groups provide a wealth of technical data
- The master pressmen's four-fold role in training novices is listed

The profound love of printing that seems to develop in all of us that work in this field is a remarkable thing. It is even more remarkable when one looks back through the years and remembers the difficulties encountered in learning presswork.

The old-line master pressmen were wary of sharing their hard-learned trade secrets and felt that apprenticeship in the trade served the purpose of "making or breaking" the beginner. They did not believe in making learning an easy process, or in sharing knowledge. The young beginner, therefore, had to get information and learn his craft the hard way as best he could.

Skyhooks and Typelice

How different is the attitude of pressmen today! We pride ourselves on the excellence of the job we can do in training the young apprentice, in helping him to gain all the information he can about the craft of presswork. The young apprentice may occasionally be asked to fetch a "skyhook" or a "left-handed spatula" for the pressman, or perhaps to rid a case of "typelice," but only in the spirit of fun. The older craftsman of today is ready to extend a friendly and helping hand to the presswork apprentice, to aid him in understanding the work he does, and to help him learn how to do it best.

In every skilled field, the trained craftsman becomes skilled only after years of practical experience and the full understanding and realization of *why* he does the things he does. He is the man who can solve new problems because of his understanding of *how* and *why* things happen. The graphic arts field is concerned with the training of workers for an industry which is constantly becoming more technical and requiring greater skills. This is particularly true of the field of presswork.

The skilled master pressman with his extensive industrial experience is highly competent to teach the apprentice how to perform the various skills and operations

required for this area of the graphic arts industry. However, in order to train the apprentice successfully, the skilled pressman and pressroom foreman are faced with a problem. They themselves must keep in step with the *why* of this changing industry, not only because this is part of their job, but also that they may help prepare others. The apprentice pressman must be equipped for today's conditions as well as the challenges of tomorrow.

Technological advancement in the printing and allied industries has been astonishing in the past few years. New areas and processes are being developed through the use of applied electronics, chemical research, new manufacturing techniques, use of new materials, etc. Pressmen are able to keep abreast of these new developments by reading trade and professional literature.

Fortunately, trade periodicals and magazines are quick to bring news of new

Members of Pi Alpha Psi, national honorary printing fraternity, observed National Printing Education Week at Department of Printing Management, West Virginia Institute of Technology, Montgomery, with Phyllis Bailey as "Tech's Miss Printing Week." Open house was held at school



developments. Sometimes, due to the space limitations of the journals, they cannot give as complete or thorough a background as might be desired. However, they do an excellent job of reporting what is happening in the field. A constant demand still exists for greater and more detailed information.

Industry Provides Information

Industry has done a magnificent job in helping us meet this need for information. The resources of industry are at the disposal of the interested graphic artisan. Every arm and branch of the industry has contributed an abundance of explanatory and technical material that is readily available to pressroom workers.

In the field of paper, for example, industry has provided pamphlets, brochures, wall charts, photographs, slide pictures, movies, exhibits, samples of stock, plant tours, and their latest paper catalogs.

In the field of printing inks industry has provided a huge research laboratory. Excellent research reports on new inks, ink reactions, and the physics and chemistry of inks are distributed internationally. One can also secure illustrated tables, color charts, and many other valuable visual aids.

In the field of graphic arts equipment, supplies, and materials, the manufacturers have continuously provided literature concerning the construction and use of all of their products.

A textbook which is the equal of the instruction booklets issued by some of our outstanding printing press manufacturers is indeed rare. They are of the highest educational caliber, well-illustrated and organized on a step-by-step procedure that is easily understood.

Since we are discussing the fine cooperation of industry, we cannot exclude the work in the dissemination of technical information performed by the various industrial associations and professional organizations. It is they who assist the federal government in the preparation of pamphlets, brochures and textbooks pertaining to the various aspects of our industry. They conduct meetings and conferences throughout the country for the sole purpose of acquainting members with the latest developments in their respect-

tive fields. Interested plant personnel are always invited to attend.

Industry furnishes the plant foreman or teaching pressman with good literature, visual aids, plant tours, and requested guest speakers, so that he may better prepare the apprentice pressman for service to the graphic arts industry.

It would seem that industry has done such a wonderful job for the training supervisor that all he needs to do is to sit back and relax while the apprentices read, view and listen to materials prepared by industry. Unfortunately, this millenium has not yet arrived. Apparently, the pressman-teacher still has a function to fulfill in imparting this technical information.

Because of the enormous amount and complexity of related technical information placed at his disposal, the master pressman or foreman plays a four-fold role in transmitting information to his charges. He must first select that information which meets their needs. Secondly, he must overcome the difficulty of making the unintelligible technical jargon understandable to them; he must translate it for them. And finally, he must help the beginners interpret this new information in the light of present needs and to apply it to new problems as they arise.

Teaching Proper Use of Inks

Most of us as pressmen have had occasion at one time or another to teach an apprentice something about printing inks. Several years ago, while teaching a course in presswork, I found that the need arose for some specific information concerning the utilization of printing inks in pressroom practice and problems. Research indicated that most of the material in this field had been written by chemists and chemical engineers for the use of other such men in the manufacture of inks. There were also some excellent theoretical treatises on the physical and chemical properties of pigments, color, light waves, etc.

All this material was far beyond the understanding of the group that I was

teaching. They were primarily interested in finding the solution to such common ink problems as mottling, offset, drying and how to mix inks and match colors. I could have told them the stand-by remedies for these problems, but telling is not teaching.

For these young people to become the craftsmen of the future they had to understand why they were applying certain remedies and what it was that made these remedies effective. This knowledge would then help them meet future problems of a similar nature. My job was to select the necessary information, translate it into terms the students could understand, help them to refine this information so as to understand it better, and to guide them in their interpretation and application of it.

This is why the experienced pressman, because of his vast knowledge and practical experience, gained by long years of training in the craft, can be so helpful in training the young apprentice. He has faced the same problems with which the apprentice must cope, looked for newer and better ways to solve them, and successfully applied that new information. He is in an excellent position to help the young craft-aspirant.

Experience in this work has shown that there exists a demand for a similar kind of simplified information in related areas. Herein lies a further challenge to those who train future craftsmen. It is only within the past 25 years that our industry, with a previous quiescent history of approximately 500 years, has taken rapid strides forward through the discovery of new processes, materials, and inventions. Even more rapid advancement may be expected in this scientific age. The new information is available. The need for its application exists.

It is the task of the presswork craftsman to bridge the gap between advancing industry and youth preparing for the craft by providing the technical information furnished by the one in a form and manner applicable by the other.

Hints on Proper Storage, Care of Printing Inks

Among many so-called "small" items where substantial savings can be made is in the storage and care of printing inks. Quite often the ink cans are stacked on the shelves in haphazard fashion without any regard to color or kind. A good deal of time is lost in locating inks and there is the danger of selecting the wrong kind, especially if the labels are obscured.

The following is a list of hints which may help the printer make substantial savings and increase handling efficiency:

1. Attempt to standardize the kinds of inks to be used, and go over all shelves and throw out any cans which are unmarked or whose labels are obliterated. This will eliminate the danger of selecting the wrong kind of ink.

2. Sort inks by kinds and color and keep them in place on shelves.

3. All cans with labels should be opened and examined. If ink cannot be used, it should be discarded. If ink can be used, a notation on the label should indicate how much is left in the can.

4. Inks may be preserved by placing a piece of oiled tympan paper on the surface of the ink.

5. If ink on the surface has hardened, scrape all this skin or crust away before taking any out for use. If ink is stiff, never dig into it, but scrape enough off the top for your current use, leaving a fairly smooth surface.

6. Be sure ink cans are not left on the steps of presses. Many accidents have occurred as a result of this kind of carelessness.—*Canadaink*.

Poor Roller Distribution of Ink

Q.—We enclose a sheet of a job which gave us trouble, specifically the light streaks in the large solids where the rollers did not carry enough ink to cover. We know the problem: the rollers hit the narrow stripes first before hitting the big solids. What suggestions can you make?

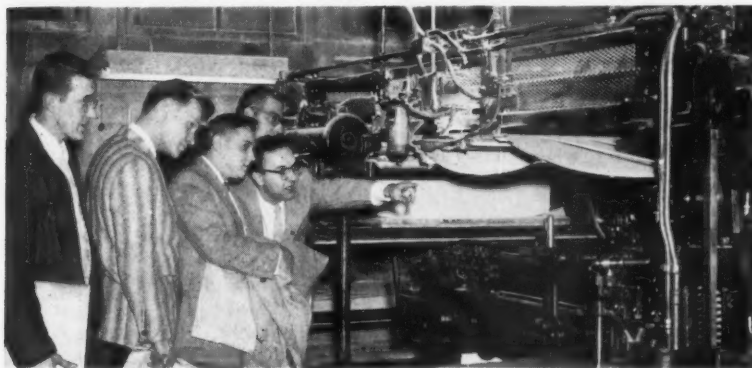
A.—The problem you have submitted is quite common for a number of letterpress presses which were designed with a minimum number of form rollers to distribute the ink. In many instances, the solution is to add a set of auxiliary rollers to cover the form with additional ink.

Another solution is to double-roll the job, provided the run is not too large and production is not held up too long.

A third solution is to add some body gum (No. 8 varnish) to stiffen the ink slightly, thereby carrying the ink a bit longer. It may also be advisable to add an extra notch or two on the fountain.

The final method is to reverse the form, placing the heaviest parts of the form at the grippers, and the lightest part at the tail end of the sheet.

Machinist apprentices of the Goss Co. inspect presses at the plant of *Popular Mechanics* in Chicago. Shown (l. to r.) are Richard Hrubycky, Leonard Sella, Albert Skrzenta, Vincent Niedzwiecki, Jr., and Joseph Swistek. Plant tours are part of the four-year training program for apprentices at Goss



THE SPECIALTY PRINTER

Donrico, Inc. Produces Quality Packages, Fine Labels

- Donrico developed Shimmerglo process for printing on foil paper
- Artist turned printer heads growing New York City specialty firm
- Plant does special magazine, book work, fine art reproduction

Donrico, Inc., specialty printing firm in New York City, has recently installed a fourth cylinder press to increase its capacity for producing luxury packaging and fine labels.

The company designs and prints, does gold bronzing and stamping, embossing, die-cutting, and much of its work is run on foil. Its labels and packages are used chiefly by producers of fine cosmetics, candy and hosiery.

The plant is equipped for product design, such as the Four Roses decanter, and occasionally does fine art reproductions and special work for books and magazines. Packaging jobs are handled from development of a practical construction through appropriate graphic design, finished comprehensives, art work and printing operations.

Many jobs require two or more processes. Some are said to be especially complicated. Elizabeth Arden's "3-D" powder box, for example, involves six printed pieces, including two levels of printed acetate to produce the 3-D effect. The firm recently developed a process for printing foil. Called Shimmerglo, it was designed to suggest depth and motion with exceptional sparkle.

Enrico Donati, president, is a painter whose abstract canvases are shown in several American and European museums and art galleries. Born in Milan, Italy, he earned his doctorate in Science and Letters at the University of Pavia. Mr. Donati first came to the United States in 1934, and in 1940 decided to make New York City his home as an American citizen. His one-man shows date back to 1942.

Champion Paper Co. Buys Interest in Vaculite Corp.

The announcement was made last month that the Champion Paper and Fibre Co. had acquired half-ownership of NRC Vaculite Corp., Cambridge, Mass., a subsidiary of National Research Corp. The new vacuum metalized paper for printing, packaging, building insulation and other purposes is expected to reach the marketing stage early this year.

Vaculite was organized two years ago to produce plastic films by a patented continuous high vacuum process developed by National Research. Terms of the joint ownership agreement included a provision for the capital required by Vac-

ulite to launch the paper metalizing venture. Vaculite now is using a new high-speed paper metalizing machine as well as sheet plastic metalizing equipment.

National Research has licensed Minnesota Mining and Manufacturing Co. and the Dobeckmun Co., division of Dow Chemical Co., to use some of its continuous vacuum metalizing processes. The 3M Co. now produces metalized clothing material and pressure sensitive tape. Dobeckmun Co. is a manufacturer of metallic yarn.

"Vaculite metalized paper has a bright, highly-reflective surface formed by the deposition of aluminum vapor on paper traveling at high speed under high vacuum," said Champion president Reuben B. Robertson, Jr. "Although the process, similar to the way Vaculite metalizes Du Pont Mylar, has been under development for ten years, recent research made possible high-speed, low-cost coating of inexpensive materials such as paper. We believe this will make the products economically competitive."

Vaculite officers are Henry W. Rigby, president, and Maynard D. Conklin, treasurer, both of whom are Champion officers; Richard M. Nichols, secretary, and David D. Nickerson, assistant treasurer.

Label Manufacturing Plant To Be Built in Gulf Area

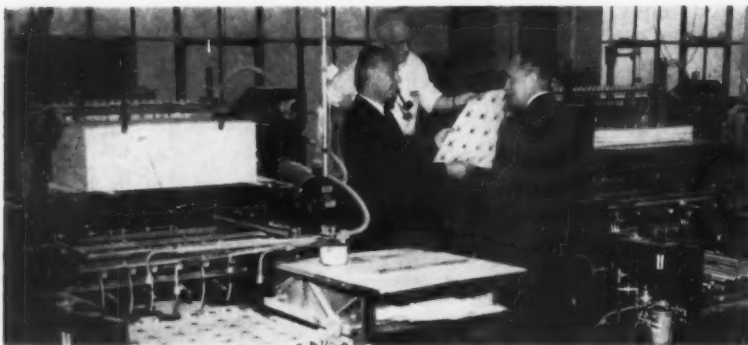
A new label manufacturing plant which will employ 100 persons will be established about 30 miles from New Orleans by the Press of H. N. Cornay, Inc., of New Orleans.

A joint announcement by Leon Godchaux II, president of Gulf States Land & Industries, Inc., and H. N. Cornay, president of the Cornay firm, said that work on the new plant is under way.

The plant, exclusive of equipment, is being built for the Cornay company by Gulf States Land & Industries on a net-lease basis, Godchaux said. Amount involved in the transaction, he said, is in excess of \$1-million.

The Cornay plant will be the first manufacturing facility in the Riverlands project which involves development of ap-

Inspecting work done on new Heidelberg cylinder press at Donrico, Inc., are (l. to r.) Enrico Donati, president; Karl Sandfort, superintendent, and Edward F. Loeschorn, vice-president. Donrico, Inc. specializes in packages and labels for luxury items in cosmetic, hosiery and candy industries



proximately 5,000 acres for industrial, commercial and residential purposes.

The Du Pont Co. has purchased a 600-acre site in Riverlands for a polyethylene plant.

Mr. Godchaux noted that the method of financing for the Cornay plant requires no capital investment by the plant operator. He said the plant is situated in the only planned and controlled industrial park area with Mississippi River frontage in the New Orleans-Baton Rouge area.

Mr. Cornay said that his new Riverlands plant will replace one operated in New Orleans at 500 Hagan St. He said the new plant will be placed in operation this summer with more than a 40 per cent increase in personnel.

All of the equipment at the present plant will be moved to Riverlands, including \$300,000 worth of high-speed color printing equipment which was purchased in anticipation of the firm's expansion to the new site, Mr. Cornay said.

He explained that Riverlands will also be the site of the firm's general and executive offices, but that sales offices will be maintained in New Orleans and Baton Rouge.

The new Cornay plant will be a one-story windowless structure with 38,000 square feet of space. It will be situated on an eight-acre tract with 400 feet of highway frontage.

The building will be completely air-conditioned and humidity controlled, the first in the South so designed for a printing establishment. It will also include a warehouse area, recreational facilities and a cafeteria for employees. The site is served by rail and truck loading facilities.

"Selection of the site," Mr. Cornay said, "is the result of two years of careful search. The new plant, which will be the largest and most modern label manufacturing facility in the South, will be within one hour of either Baton Rouge or New Orleans.

Officers of the firm, besides Harold N. Cornay, are E. N. Cornay, vice-president; Raymond R. Armstrong, vice-president and director of manufacturing, and J. A. Reynolds, secretary-treasurer.

H. D. Catty Corp. Receives Versiline Product Copyright

The H. D. Catty Corp. has received a certificate of registration copyrighting for the use of the name Versiline for all of the flexographic printing of cellophane, acetate, foil and foil paper product wrappers produced in its plants at Norwalk, Conn., and Huntley, Ill.

Both plants of this family business, now in its 50th year, also do rotogravure printing. Hugh D. Catty is president and E. J. Farrell is the executive vice-president in charge of operations at the two plants. Executive offices are located at 237 Main St., Norwalk, Conn.

The Inland Printer Is Now Conducting A Business Card Contest

Here Are the Rules

1. Design is for two-color business card. Use only the copy printed below.
2. Size of card is to be 3½x2½ inches.
3. Use any type faces, type ornaments, tint blocks, or rules but no special art or cuts.
4. Use not more than two colors of ink on white stock. No embossing permitted.
5. Submit 6 proofs in actual colors as your finished card. Submit 6 black-and-white reproduction proofs of EACH color form for IP's use later.
6. Write your name and address on the back of only ONE of the finished cards.
7. On separate sheet of paper give name and size of type used, name and size of ornaments and rules, any other pertinent information. Be sure your name and address are on this sheet.
8. Mail your entry flat, NOT folded or rolled, to
Business Card Contest Editor
THE INLAND PRINTER
79 West Monroe Street
Chicago 3, Illinois
9. Contest Deadline: MARCH 31, 1958.

Here Is the Copy

The Iberian Press
Specializing in Distinctive Printing
79 West Monroe Street
Chicago 3, Illinois

Telephone (or
Phone): RAndolph 6-2802

These Are the Prizes

First Prize	\$25
Second Prize	\$20
Third Prize	\$15
Fourth Prize	Three-Year subscription to The Inland Printer

**Six Honorable Mention Prizes of One-Year
subscriptions to The Inland Printer**

CONTEST DEADLINE: MARCH 31, 1958

THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.
Answers will be kept confidential upon request.

Compositor's Valuable Tool Has Colorful History

- Modern composing stick designs based on 17th century descriptions
- Joseph Moxon contributed much to the evolution of today's sticks
- American printers refined and standardized early European models

Modern compositors generally take their tools for granted, seldom questioning their accuracy if the tools are used for their intended purpose. Undoubtedly, the most important piece of equipment in the compositor's possession is his composing stick. It is almost a tradition with many that it be neither loaned nor borrowed.

There are a few individual preferences in composing sticks, but the most common is the knee-action stick, adjustable to picas and half-picas. This stick is most often seen in the stainless steel version, although the plain steel version is still available. Before the use of the stainless steel stick, many compositors had their sticks plated to prevent rust. Those who are fussy about the adjustment of their sticks use the micrometer or quarter-point models.

Old Sticks Still in Use

Of course, the old-timers will recall a number of different kinds of sticks, such as the screw stick, Grover stick, Newbury, and others. A number of these may still be seen in composing rooms, rusty without doubt, but still useful.

Attempts to trace the history of the stick is not an easy job. There are almost no records available concerning their use or design. Manuals of printing produced in the last 100 years seem to have taken the stick for granted.

While it is recognized that the inventor of movable type, Johann Gutenberg, probably devised some kind of tool for the setting of type, no record exists of this achievement.

The earliest known picture of a stick was printed in Lyons, France, in 1499 in the book, *Dance of Death*. This illustration shows the operation of a 15th century printing office, with the compositors and pressmen hard at work. The instrument itself appears to be rather narrow and about six or seven inches in length. It was probably made of wood, hence the name stick. These early models were of a single

measure only and were generally lined with brass.

During the next 180 years there were other illustrations of printers engaged in their craft, but no description is known until the *Mechanick Exercises* of Moxon was published in 1683. Here is the richest source we know of for the practice of printing in that period. Probably it is from this background that the modern compositor derives his notions about his personal stick. As Moxon states, "Every compositor by custom has to provide himself with a composing stick, yet our Master Printer (employer) ought to furnish his house with these tools also . . ."

Moxon describes the 17th century stick as being about ten inches long, an inch wide, and made of iron plate. The side of the stick was perforated with several holes in order to adjust the "Sliding-Measures (*knee*) fast down to the bottom." The knee of Moxon's stick was so constructed as to allow the setting of two measures at the same time. Since side notes were quite common in books of that

A long column rule serves as a ribbon at formal opening of Los Angeles plant of Monsen Typographers. Myron T. Monsen (l.), board chairman, helps Sidney E. James, Printing Industries Association of Los Angeles president, cut the rule with slug cutter. Guy J. Logan, vice-president, west coast general manager, holds the other end



period, this allowed for their composition along with the regular straight matter.

Another common bond between the present-day compositor and his predecessor may be noted in another paragraph from Moxon: "Compositors commonly examine the Truth of their Stick by applying the head of the Sliding-Measure to the inside of the Head of the Stick; and if they comply, they think they are square and true made."

Variations on Moxon's Theme

The stick described by Moxon was in use with a few variations until the 19th century. One of the variations was a slot along the side of the stick for adjustment in place of the holes. Another variation was the substitution of a thumb screw for the slotted screw which required a screw driver for adjustment.

The year 1810 saw the introduction of the first known steel stick, with a slotted side and a thumb screw. Another important innovation in this model was the width, which was increased to almost two inches.

In 1855 Oliver S. Grover of Middletown, Conn., patented the first stick with the knee-action clamp, which became most popular with the "swifts" of that time. In 1860 a Syracuse printer named Steve Brown patented a stick which was manufactured by the A. and B. Newbury Co. and which was called by that name. When that firm went out of business, the stick was adopted by English printers and was no longer available in the United States.

In 1888 an American printer traveling in Europe purchased one of these sticks and brought it home, where it was again patented—with a few changes—and marketed as the Buckeye stick. The Newbury or Buckeye stick was adjusted by turning a rounded half-thumb screw, and is still in fairly common use.

None of these early sticks had gradations of size. It was not until the adoption of the American Point System that such standardization took place. In 1886 the Standard Job Stick was introduced. It was adjustable to picas and half-picas. While it represented a real advance in precision, the Standard Job Stick retained the pin

passing through holes in the side of the stick. However, it quickly lost its accuracy as the pin and the hole became worn with use.

It was not until the invention of the side with vertical slots instead of the horizontal slot, that the accuracy of set could be depended upon under normal conditions. The knee could then be adjusted to fit several slots at one time, reducing wear and making the stick accurate for a longer period of time.

The quarter-point stick, which locks positively to measures of less than one-point, and the "mike" stick, also capable of point adjustment, are the latest members of a large family of composing sticks which have been in use during the last five centuries. They make it possible for the compositor to allow for squeeze in the setting of lines to accompany machine composition in pages made up with a variety of materials.

While many compositors trust their sticks without question, it is always a good idea to check occasionally to see if the tool is accurate. This can be done in much the same manner as the setting of the old sticks which are not scribed in pica and half-pica markings. A common practice was to use 12-point em quads to set the measure. A card was often added to allow for squeeze, although the accuracy of the card is often open to question. This is, of course, another traditional measure, such as the pressman's "whisker" when moving the guides to register a form.

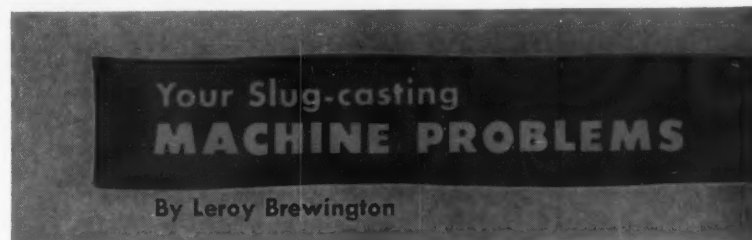
A piece of iron furniture is also handy for checking the measure, although the multiples of furniture don't allow for too much latitude. The H. B. Rouse Co. manufactures a check gauge, the dimensions of which are 18 picas on the outside and 15 picas inside, the latter handy for checking material cut on the saw or on the lead and rule cutter.

As the stick is a personal tool, it probably receives better care than most composing room equipment. Most compositors have a horror of proving up in the stick, which may be of galley thickness

but is not to be considered as such. Certainly, a justified line under the squeeze of a proof press cylinder will tend to force the knee of the stick. Naturally, a stick abused in this manner is not dependable.

No matter what the stick may be, Grover, Yankee, Eagle, screw, or Rouse,

there will be lots of work for it in most composing rooms for a long time to come. Even with a shadow of cold type over the cases, the man with a stick in his back pocket will, for a long time to come, be a recognized and important adjunct to our craft and its development.



Mr. Brewington will answer questions on machine problems. Write him in care of The Inland Printer

Imperfect Type Slugs

Q.—Enclosed is a sample slug of the kind we are getting every day. We have had our metal analyzed. The metal pot and mouthpiece vents are clean. All heat controls are working perfectly, and metal temperatures are correct. Lockup is perfect. Tell us what to do.

A.—The sample slug is full of air pockets, and it virtually collapses in places under hand pressure. It shows partial collapse in ejection. If the vents in the mouthpiece are clean and you get a spew of from one-half to three-fourths of an inch on the back knife trim, we believe the trouble is a binding pot plunger.

The plunger apparently binds in the up-stroke near the top of the well, due to side-wall accumulations which prevent the plunger's free return to rest, thereby lifting the pot up off its cam roll bearing in the rear. The metal intake holes just below the plunger at rest, which normally refill the pot well and maintain the metal supply in the throat and mouthpiece after each cast, are thus partially or completely closed by the lower rung of the plunger. The metal level behind the mouthpiece runs lower and lower, with more air and less metal in the slugs produced, until collapse occurs.

We suggest that you remove the plunger, and in so doing note any side-bind as it is lifted upward. Clean the metal intake holes in the crucible well. There is one on each side of the well about an inch below the well rim. They can easily be located by feel with the hook end of a standard asbestos mouthpiece wiper. They may be partially or completely closed with dross. Clean these holes every time you clean the plunger.

Apply coarse valve-grinding compound to the plunger rings, insert the plunger in the well and rotate it back and forth carefully, slowly progressing from top to bottom until it is free of bind, especially at the top of the stroke. Now clean the plunger as usual, apply tallow (not paste flux), skim the pot, replace the plunger

and check to see that its lower ring or ridge rides above the two intake holes. If it interferes, apply an oversize cam roll to elevate the plunger so that it clears. (Oil this cam roll and bearing frequently to reduce wear on the spring load.)

The metal level in the throat and mouthpiece will now equal that of the pot itself, and a fairly uniform high level will contribute to uniform slug solidity. On hand-operated machines, keep the metal in the crucible at least one-half inch below the shoulder in the pot. On Blue-streak Comets, a drop of one inch is better to avoid squirts.

Pot heat of 530° to 535° F is usually satisfactory, with the mouthpiece adjusted as required to meet individual needs.

Vents may be cleaned with a small, sharp, circle-edged chisel to produce not over a 3/4-inch spew in length.

Use valve-grinding compound whenever plunger side-bind develops at the upper point of the plunger stroke. Check for freedom each time the plunger is removed for its usual brushing. Occasional pot-well cleaning relieves the plunger from excessive brushing wear.

What to Do About Whiskers

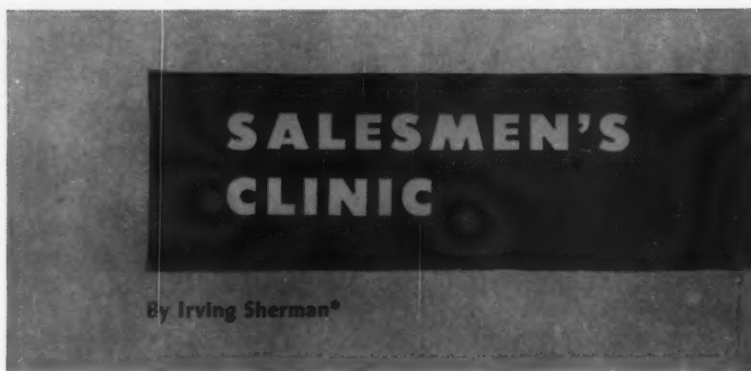
Q.—What should be done about whiskers in Linotype composition?

A.—Since whiskers or burrs are caused by broken walls in matrices, the fundamental answer is to replace worn mats. You can, as a makeshift device only, put a piece of blotting paper on your "take" or panel of slug lines and proof it, with or without inking. The pressure of the cylinder on the blotting paper will force down the whiskers without damaging the face of the type. However, this seems to be false economy. In this case it seems best to eliminate or replace any worn mats.

Note.—Another common name for whiskers is hairlines. Some printers use a suede brush of fine brass bristles to rub vertically over the slugs. This pushes down the hairline without damaging the type face.

Seen at recent meeting of the Cleveland Craftsmen's Club are (l. to r.) Raymond Blattenberger, Public Printer of the United States; Ed Owen, Cleveland Craftsmen president; George Wise, past president, International Craftsmen. Featured speaker was Raymond Blattenberger.





Make Fair Evaluations in Rating Salesmen

Q.—In order for the rater or the sales manager to avoid unjust conclusions in rating, what guide or rules would you suggest?

A.—The following rules of procedure in rating will prove helpful in most cases:

- (1) Be independent in your judgment.
- (2) Steer clear of general impressions. Take up one factor or value at a time and judge on this, then go on to the other.
- (3) Be sure you understand the rating values and are clear as to the definitions of all the factors or values.
- (4) In determining the rating for a salesman, concentrate on what is normal for this man.
- (5) If the man's performance is characterized by ups and downs, average out so as to judge a net performance rather than any high or low.
- (6) Do not be hasty. Take time. A man's livelihood may be at stake.
- (7) Ask yourself: "Am I fair? Am I being just?"
- (8) Keep your emotions out. Let your head be the guide.

Personal Feelings Involved

Q.—What part does the sales manager's subjective judgment play in any rating of salesmen, whether by rating scales or by personal opinion, as is often the case?

A.—Obviously this is a loaded question. Whether it may be termed subjective or no, the judgment of every sales manager, no matter what method of rating he uses, depends not only on what he knows about the salesmen's selling achievements but also what he thinks about them as people. It must be remem-

bered, however, that whether the sales manager is subjective or whether he is pleased to consider himself objective only, he should be as fair as he can be and abide mostly by the facts.

Points for Evaluating Applicants

Q.—Assume we have two applicants for a salesman's job, one experienced, the other inexperienced. What criteria of employment would be used? How would management decide which man should get the job?

A.—The criteria would be as follows:

- (a) Contrast the age level. If there is a great disparity between the two, on whose side is the disparity? If on the side of the experienced man, is the experience of such depth and range and promise that it more than compensates for the promise and the experience of the younger man?
- (b) Analyze the nature of the education. Who has more and how much more? Qualitatively, how does this education stand up in the light of the job needs?
- (c) Analyze the experience. Is it a solid experience all the way through? Has it been the right kind of experience so far as a particular product or company is concerned? Almost right; not quite right; on the line?
- (d) Analyze the applicant with less experience. How little? None, a few months,

almost a year? What was the nature of the limited experience? Almost right; not quite right; on the line?

(e) Check the personalities. Who appears to shape up as the best member of a team? Which applicant seems to have the personality suitable for lines or brands? How about the territory to be covered? Will the experienced or inexperienced man suit it better?

(f) Check the results of tests, if any. How did the experienced man make out as contrasted with the inexperienced?

Rating Scale for Salesmen

Q.—How do you set up a rating scale?

A.—To set up a rating scale we select the characteristics that we consider most important to salesmen's achievements and define each clearly. We do this so that not only are average salesmen included in the rating, but all salesmen are considered on a uniform basis.

To illustrate: Take the characteristic of follow-through. It may be defined as the perseverance that eventually gets an order from a prospect. Other characteristics valuable for all salesmen should be included in a rating scale.

Beware of Subjectivity in Rating

Q.—What is the variable that most frequently creeps up in ratings?

A.—The judgment and experience of raters often color the actual reading of the scale. This may arise from an inability to estimate human elements in salesmen's performance and to think much too quantitatively rather than qualitatively in marking and scoring as well as in interpreting the marks and scores.

Frequency for Rating Salesmen

Q.—How often should salesmen be rated?

A.—Most companies who rate do so on a semi-annual basis. To rate more frequently would not only increase the cost of sales but result in routine evaluations since raters get used to the task and tend to minimize it. This must be avoided to keep the rating vital.

Robert L. Sorg (standing), Sorg Printing Co. board chairman, New York Employing Printers Association, addresses session of Associated Printing Salesmen on "1958—Year of Challenge," at first fall meeting of the association. Seated at the speakers' table are (l. to r.) Don Taylor, NYEPA president; Alfred Golden, Yorkshire Press, APS first vice-president; Harold L. Lonsdale, Semple-Rieger Co., program chairman. Mr. Sorg has had many years of experience as a printing salesman



*Mr. Sherman has had much experience as editor of several trade publications. He has also sold printing. His questions and answers are based on actual case histories of handling salesmen's problems. At present, he is a management and sales consultant with offices in New York City. He is available on a fee basis and may be contacted c/o The Inland Printer.

THE PROOFROOM

By John Evans

Questions will be answered by mail if accompanied by a stamped envelope.
Answers will be kept confidential upon request.

Proofreading Exercises For Teachers and Readers

Available is a set of 16 assignments consisting of typewritten copy (reproduced) with the corresponding actual galley proof (letterpress) just as it came from the compositor. All these sets of copy and proofs are straight "run of shop" material from a newspaper composing room. In some cases where there were few or no errors some have been introduced so that virtually every kind of typographical error appears, but in general the material contains no more errors than might normally be encountered in a printing plant. That is to say, it is not the exaggerated comedy of errors often found in brief examples of proofreaders' marks.

The 16 exercises are put up in book form, 68 pages, 8½x11, punched for three-ring binder, and padded to hold them in order until needed. While this is not a complete course in proofreading, the front matter does contain much valuable instructive text seldom found in such well-organized and concise form. The authors are experienced instructors in graphic arts and journalism.

Aside from its obvious usefulness to teachers of typography, graphic arts and journalism, who seem to never have enough galley proofs with the corresponding copy to give students sufficient practice material, we believe these sets could be used economically and advantageously by employment and personnel offices to pretest applicants for employment in proofreading.

Practical Exercises in Proofreading by Robert M. Smith and Robert A. Steffes (THE INLAND PRINTER Book Department. \$1.60. Instructor's key, same price).

Styles Change in 170 Years

Q.—I read your reply to the "o'clock" question in the October issue. I was quite convinced that you were correct and was ready to compliment you on your logic until I looked in the dictionary and found "Tam o' Shanter" (cap because the word is the title and the hero of Burns' poem). Now I don't know.

A.—In the question mentioned we were asked to rule on the propriety of using a capital O in "O'Clock" in the

newspaper subhead: "Children's Parade to Begin at 10 O'Clock." It was decided that of the three possible forms the one used by the newspaper was to be preferred in this instance. One of the examples cited was "Tam O'Shanter." Actually we were not thinking of Robert Burns' *Tam o' Shanter* (written in Scotland in 1788) but of today's Tam O'Shanter Country Club, near Chicago. Another example (from the dictionary): John O'Neele, a potherb, also known as lamb's-quarters.

Running Horses Under Wraps

Q.—In the sporting section of a recent newspaper I read that a certain race horse came in first by eight lengths, running "under wraps." On a nearby page there appeared this: "He said he had seen an American ICBM, although it was under wraps with a covering on it, and that the configuration of the Soviet version was almost exactly the same."

If "under wraps" means "with a covering on it," does that mean that the race horse was running with a covering on it, such as a blanket? This I have never seen.

A.—This is another of many cases of a word or expression having a certain meaning in a given field of activity being adopted and used by outsiders in an entirely different sense. Some vulgar and

Cleveland Club of Printing House Craftsmen paid tribute recently to George Wise, past president, International, Pittsburgh, Cleveland Clubs of Printing House Craftsmen. Mr. Wise, also past president, Litho Club of Cleveland, was given a certificate for his years of service to printers



slang terms of the underworld have thus been taken into polite society, their original meanings forgotten or unknown.

Our research reveals that "under wraps" is a term that is and has been for many years used in connection with horse racing. The statement that a horse was running "under wraps" does not mean that it was wearing a covering of any kind. It does mean that the horse was being restrained by the jockey, who wraps both reins around his wrists and pulls back.

In the newer sense, "under wraps" is coming to mean that, literally or figuratively, something is being concealed.

Possible Misplaced Corrections

On a revised proof when a correction does not appear to have been made, STOP and look for trouble! The compositor may have pulled the wrong letter or slug and dropped a new one in its place. This means that you now have two mistakes where before there was but one.

Watch for Logotypes!

In some shops the linecasting machines have signs over the keyboards as reminders to operators: "Use Logos!" Logo or logotype is the usual name for all characters that are made up of two or more letters combined on one mat. These also may be called ligatures if the letters are ligated or tied together. The most common, of course, are fi, fl, ff, ffi, ffl, and sometimes the diphthongs æ and œ.

These characters are not always used in every job; occasionally a customer may say he does not want them. But when they are used in any given piece of work they should be used throughout except when they are necessarily divided by a hyphen at the end of a line.

Certain machine fonts have a great many such combinations; for example, Linotype Electra and Granjon: Ta, Te, To, Tr, Tu, Tw, Ty, Va, Ve, Vo, Wa, We, Wo, Wr, Ya, Ye, Yo. Likewise, some foundry and Monotype faces have such combinations as (Weiss) Qu, ct, ct, ft, and (Garamont 248 Italic) st, ct, ll, and others. In the latter cases, while it is desirable to have the correct logos used when available, it generally is not good economy to order any material reset when they have not been used unless the typographical result is noticeably bad.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Davidson Dual-Lith 245 Has Varied Applications

The Davidson Dual-Lith Model 245 for imprinting booklets, cartons, blotters and odd shapes, also numbers, perforates and has general offset applications. It is said to be particularly suitable for imprinting dealer and jobber identifications on labels; lot numbers on bags, packages and cartons; envelopes and letterheads.

Mounting an imprint chase on the upper cylinder permits printing with Lino-type slugs. With a rubber plate segment the user can imprint with brass back or stickyback rubber plates. The machine was also designed for offset printing with presensitized plates. Numbering can be done horizontally or vertically as well as



Dual-Lith 245 has rated speed up to 6,000 iph simultaneously. Perforating can be done in conjunction with horizontal numbering or with imprinting.

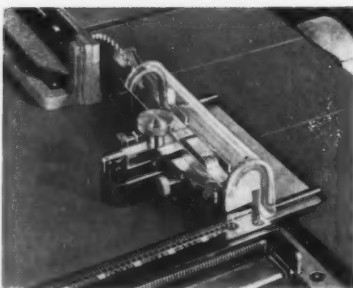
This model will handle 3x5 to 10x14 sheets in a wide range of thicknesses, including envelopes, at rated speed of 6,000 impressions per hour. A load friction feeder is standard equipment. It has a diagonal feed conveyor board with a spring jogger for accurate register.

For information: Davidson Corp., 29 Ryerson St., Brooklyn 5, N.Y.

Bronze Printing Ink Powders

Hummel Chemical Co., Inc., is now offering bronze powders for use in printing ink formulations. The powders are available in pale gold, rich pale gold, and rich gold, according to the manufacturer.

For information: Hummel Chemical Co., Inc., 90 West St., New York.



Stripper handles slugs 1-36 points, 30 picas long

Pate Slug Stripper

A slug stripper said to be capable of stripping slugs 1-36 points, 30 picas long, and single type castings to 72 points has been introduced by the Pate Co.

According to Pate, the sawed strips are returned to the printer in proper sequence on a small tray attached to the stripper. The stripper is inserted in a groove in the saw table and is locked against the gauge bar by the work-holder. An adjustment of the set screw and lock nuts controls stripping thickness of .065, .105, or .152 inches. The stripper has been developed for use with models B and C Cost Cutter Saws.

For information: Pate Co., 3553 W. Peterson Ave., Chicago 45.

Stock Rubber Plates

Stock rubber plates containing a quantity of register bullet marks for mounting directly to plate cylinders on multicolor rubber plate printing jobs have been announced by Mosstype Corp. Each plate contains 54 1/8-inch circles and an equal number of 1/8-inch bullets.

The location of the bullets with respect to the circles on the print show if the colors are in register. The plates are available with or without stickyback, in natural or synthetic rubber.

For information: The Mosstype Corp., Waldwick, N.J.

Plastic Plate Lacquer

The development of a plastic lacquer, called Little Benjy, for presensitized plates has been announced by the Knox Soap Co. Plates are developed normally and gummed; the original lacquer is removed with correction fluid, and the new lacquer is then applied. The lacquer is available in quart size.

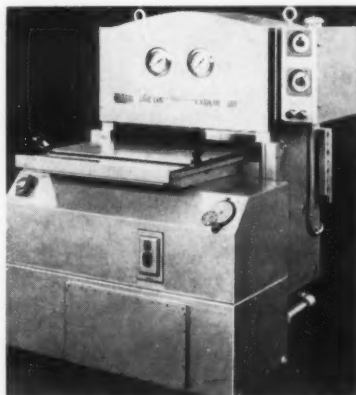
For information: Knox Soap Co., 3300 W. Cermak Rd., Chicago 23.

Pushbutton Press Controls

The Lake Erie Machinery Corp. has announced the introduction of pushbutton controls for most of its Acraplate press models. These controls eliminate the manual operating lever used previously. In place of the lever, two pushbuttons are provided. The cycle is fully automatic from the time the "Close" button is depressed until the press returns to the full open position. In addition, an emergency return button is provided.

According to the manufacturer, automatic reset timers are provided for timing the preheat and cure periods. The point at which the press stops for preheating is set by an adjustable cam. An adjustable pressing speed control valve is also provided for controlling the rate at which the molding pressure is applied for the work.

For information: Lake Erie Machinery Corp., Woodward Ave., Buffalo 17, N.Y.



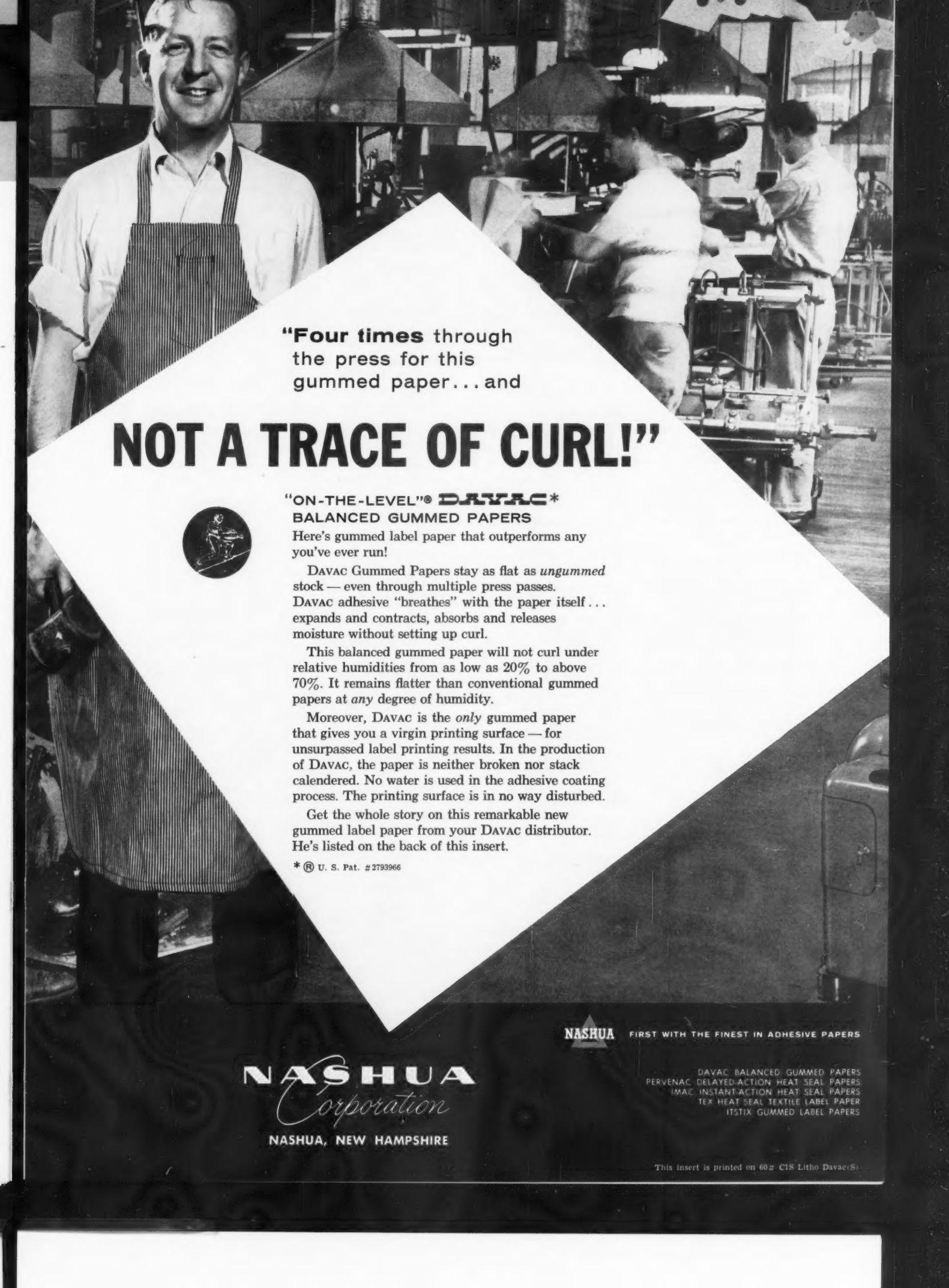
Most Acraplate models have pushbutton controls

Sorg Stock Line Paper

A stock line paper called Sorg's Register Bond has been introduced by the Sorg Paper Co. According to the manufacturer, the Register Bond has been formulated to meet specifications of register and business forms manufacturers in regard to fiber strength, surface sizing, finish and formation.

Sorg reports that Register Bond is available in hard-wound rolls. The bond is produced in seven weights in white and six colors. Swatch books showing all colors, substances and weights are available by writing to the company.

For information: Sorg Paper Co., Middletown, Ohio.



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Seaman-Patrick Paper Company
Whitaker Paper Company

EAST HARTFORD, CONNECTICUT
Carter Rice Storrs & Bement

EL PASO, TEXAS
Carpenter Paper Company

FARGO, NORTH DAKOTA
John Leslie Paper Company

FORT WAYNE, INDIANA
Millcraft Paper Company
Taylor Martin Papers, Inc.

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Carpenter Paper Company

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Rhodes Paper Company

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Carpenter Paper Company

GRAND RAPIDS, MICHIGAN
Carpenter Paper Company

GREAT FALLS, MONTANA
Carpenter Paper Company
John Leslie Paper Company

GREENSBORO, NORTH CAROLINA
Dillard Paper Company

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Dillard Paper Company

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Central Paper Company

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THIS IS THE ADHESIVE SIDE OF A DAVAC SHEET

Dot Etching Table

A dot etching table with a stainless steel top in sizes from 20x24 to 62x84 inches has been developed by Bar-Plate Manufacturing Co. Called the Micro-Perfect, the etching table is equipped with translucent plexiglass and a 1/4-inch satin ground plate glass top.

For information: Bar-Plate Manufacturing Co., Boston Post Rd., Orange, Conn.



Bar-Plate etching table has a stainless steel top

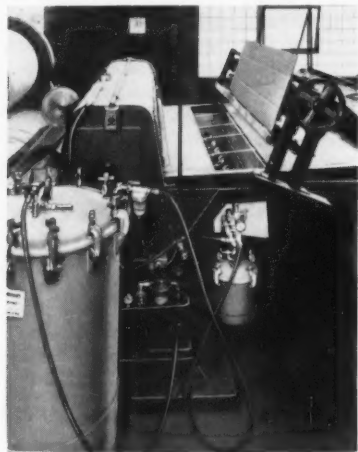
Nonskid Corrugator Coatings

An applicator that applies nonskid coatings directly at the corrugator has been introduced by Ortman-McCain Co. The OMC automatic applicator has gun controls which have a range of adjustments for fan pattern and atomizing control. According to the manufacturer, the controls also provide for the proper texture of the mixture to place a slip-resistant surface on most types of fiber and corrugated stock.

The applicator is installed on the combiner ahead of the sheet cutoff and below the web. The unit is said to be completely automatic.

For information: Ortman-McCain Co., 1334 W. Washington Blvd., Chicago.

Nonskid applicator for use on corrugated stock



Kenro Xerographic Adapter For Standard Camera Use

Kenro Graphics, Inc. has announced the development of an adjustable adapter head which permits use of its Vertical 18 camera for the xerographic process. The adapter head measures 26x15 1/2 x 2 inches and can be interchanged with the standard film head by placing it into the camera top recess.

The Kenro adapter is adjustable from right to left by a sliding action. The adjustment for top alignment is achieved with the aid of a reference line on the ground glass furnished with the head.

Standard xerographic plates used with 10x15 offset presses and duplicators are accommodated by the head. Loading is achieved by removing the ground glass and dropping the xerographic plate in place.

For information: Kenro Graphics, Inc., 25 Commerce St., Chatham, N.J.



Xerographic head intermixes with standard unit

Hydraulic Hand Lift Trucks

Two models of a hydraulic hand lift truck have been designed by Barrett-Cravens Co. Model HJ requires only six strokes of the handle to raise a capacity load of 2,500 pounds to the truck's full lifting height of three inches. Companion model HR has a capacity of 4,000 pounds and requires ten strokes to raise a capacity load.

For information: Barrett-Cravens Co., 628 Dundee Road, Northbrook, Ill.

Broderick Storage Galley

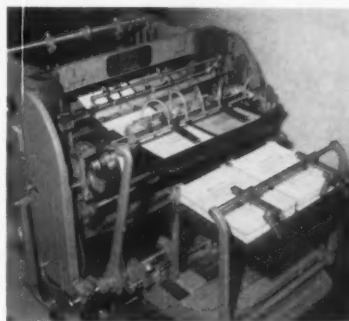
Broderick Equipment Co. recently announced the production of a storage galley designed to get type off cardboard and off the floor. The galley is also said to have such related uses as killing-out type. In the delivery of type to the pressroom or to the customer, a rubber stamp will print a name and address on the galley for identification purposes, serving as a reclaiming aid.

The storage galley is made of tempered Masonite. All standard sizes are available and odd sizes may be produced on special order.

For information: Broderick Equipment Co., 16007 Folger, Puente, Calif.

Two-Up Press Attachment

The Miehle Co., a division of Miehle-Goss-Dexter, Inc., has announced that a two-up attachment is now available for the Miehle Vertical press. The attachment is intended for the printer producing



Miehle Vertical press with the two-up attachment

form work that requires different color carbons, labels that must be imprinted in short runs, or very short runs of different sheet sizes.

According to the producer, sheet sizes from 3 1/4 x 5 1/2 inches to 9 x 12 inches can be run two-up, and if either one or both sheets are misfed, the press will kick off the impression. It is also claimed that with the attachment both sheets are registered positively.

For information: Miehle Co., 2011 Hastings St., Chicago 8.

Text and Cover Stock

Peninsular Paper Co. has recently introduced Snoweave, a white stock in text and cover weights. According to the manufacturer, the stock is suitable for printing either by letterpress or offset. It is available in text weights of 70, 80 and 100 pounds, and in cover weights of 65 and 80 pounds.

For information: Peninsular Paper Co., Ypsilanti, Mich.

Double-Coated Tape

A double-coated tape designed for mounting rubber printing plates has been developed by Minnesota Mining and Manufacturing Co. Identified as Scotch Brand tape No. 401, it is a paper-backed tape coated on both sides with a rubber-based adhesive. According to 3M, the tape has a uniform over-all caliper of 9 mils.

The manufacturer claims that the tape bonds to both synthetic and natural rubber and does not lift when applied to small diameter cylinders. It can be used to mount rubber printing plates on presses where a 9-mil buildup is required.

The tape, which has a treated crepe paper liner to allow it to be unwound from a roll, has an adhesion of 80 ounces per inch of width.

For information: Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.



Adam-Rak collator has 50 feet of table space condensed into four-foot diameter. Operates at speed of two to ten revolutions per minute. Unfortunately, most bindery workers don't dress as girls in photo

Photo-Litho Introduces Adam-Rak Collator

A variable speed collator that runs from a minimum of two revolutions to a maximum of ten revolutions per minute has been developed by the Photo-Litho Co.

The collator, called the Adam-Rak, has 50 feet of table space condensed into a diameter of four feet. According to the manufacturer, there is room for 40 stacks of 8½x11-inch paper or up to 16 stacks of 14x20-inch stock.

A stationary shelf which is 13½ inches wide provides space for jogging and storage as each book is completed. The producer also claims that it is possible to

change from 3x5-inch sheets to 14x20-inch or from manifold to signatures without adjusting the machine. The Adam-Rak will accommodate eight operators.

For information: Photo-Litho Co., 315 E. College St., Carbondale, Ill.

Fortune Bold Italic

Bauer Alphabets, Inc., has introduced its italic series of the Fortune Bold family. The Fortune Bold Italic is now available in 30-, 36- and 42-point sizes. A line of the type in 16-, 18- and 24-point sizes will soon be added. The eventual size range will be from 8- to 60-point.

For information: Bauer Alphabets, Inc., 235-247 E. 45th St., New York 17.

FORTUNE BOLD Italic

Fortune Bold Italic offered by Bauer Alphabets

Polyvinyl Acid Resist

Quicksol, a polyvinyl acid resist for powderless etching, together with a bichromate sensitizer and plate developer, has been developed by Amsterdam Continental Types & Graphic Equipment.

The material is recommended by the manufacturer for copper and zinc. The producer claims that Quicksol is highly sensitive and that the coating reacts to short exposure. Developing and hardening are done in one operation and only slight burning-in is necessary. It is said to be unaffected by climatic conditions

and can be stored for years without deterioration taking place.

For information: Amsterdam Continental Types & Graphic Equipment, Inc., 268 Fourth Ave., New York 10.

ATF No-Offset Unit

ATF's Scotty Flo-Mix no-offset unit has been developed for use on the Chief 15, C & P Automatic, Davidson 241, A. B. Dick 350, Kluge Automatic, Masterlith Duplicator, Multilith 1250, and similar small presses and duplicators.

The unit lays a fine powder film on the printed sheet to speed drying by permitting air circulation. Sticking is eliminated without the use of slip sheets; press speeds can be increased, and offset and smearing can be prevented on the heaviest jobs, according to the manufacturer. The powder container is of transparent, nonbreakable plastic.

A combination of adjustable uprights and crossbars with ball-jointed air nozzles direct the spray to the spot where it does the most good. A patented powder agitator is said to insure constant uniform spray.

For information: American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.



ATF no-offset unit lays a film on printed sheets

High Stack Fork Lift Truck

A series of three-section, telescoping fork lift trucks that raise to allow ceiling-high stacking has been announced by Clark Equipment Co. Named the Triple Lift Upright, the device is available in four standard sizes and seven optional sizes. In the smallest the maximum fork height is 126 inches; in the largest, maximum fork height is 216 inches.

For information: Industrial Truck Div., Clark Equipment Co., Battle Creek, Mich.

Magnesium Master Plate

A deep-etched magnesium master plate designed for molding rubber and plastic plates for the corrugated box industry has been developed by the Oshkosh Engraving Co. According to the manufacturer, specifications call for quarter-inch metal which can be routed to a depth of .120.

For information: Oshkosh Engraving Co., 12-14 State St., Oshkosh, Wis.

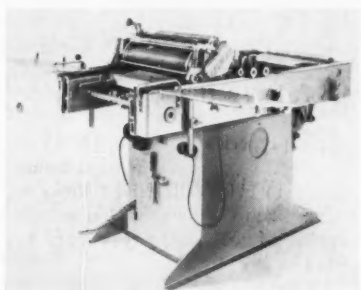


Remington Rand proportional spacing typewriter

German Ozaplan Hand-Fed Flat-Bed Offset Press

The Ozaplan hand-fed, flat-bed offset press made by the Kalle Works of Wiesbaden, West Germany, and now used in Europe for short-run color work, offset proofing, and printing nameplates, decalcomanias and electronic circuits, has been introduced in this country.

Its speed is said to be twice that of any similar press now available. The Ozaplan will run up to 850 impressions per hour. Inking is automatic. A unique refrigerated plate bed condenses moisture and provides automatic dampening. A heating unit within the cylinder vaporizes excess water. Other features claimed include critical register control; even over-all ink-



Hand-fed press will run 850 impressions an hour

ing with a three plate-roller system; quick and easy accessibility to cylinder, plate and mechanism.

Maximum paper size handled is 13x18 inches and printing area is 12½x17½ inches. The printing table may be raised or lowered to accommodate heavy cartons, glass, sheet metal, plastic and other unusual materials. A device for warming the impression cylinder insures quick drying of jobs printed on highly finished surfaces.

For information: Amsterdam Continental Types and Graphic Equipment, Inc., 268 Fourth Ave., New York 10.

AICO Index Sheets

A line of AICO indexes and buff division sheets featuring binding edges reinforced with DuPont Mylar Polyester film, is being introduced by G. J. Aigner Co. According to the manufacturer, the indexes, known as "Rip-Proof," have been subjected to over 5,000 tests which demonstrated its resistance to wearing, ripping, tearing and pulling through.

For information: G. J. Aigner Co., 426 S. Clinton St., Chicago 7.

Hydraulic Clamp Cutter

The Lawson Co., a division of Miehle-Goss-Dexter, Inc., has announced the development of its V65-H, 52- and 55-inch hydraulic clamp cutters. The machines feature positive clamping control that the manufacturer claims will not permit the



Lawson cutter has variable pressure adjustment

knife to move before full preselected clamping pressure has been applied.

According to the producer, pressure adjustment on the V65-H is variable and can be changed for each type of stock to be cut. Operating levers do not depend on springs. They return to neutral position under their own weight as soon as released by the operator. A steel safety bolt provides additional nonrepeat protection. In case of a power failure, all operating parts stop instantly.

For information: Lawson Co., 426 W. 33rd St., New York 1.

Box Rail Aligning Gauge

A new distributor box rail aligning gauge, Z-128, has been designed for use on single-distributor Intertype and Linotype machines by Star Parts, Inc. It is said to provide a quick, accurate check on whether the distance between the rails and the position surface of the box is correct, and whether the rails are of equal height. The manufacturer points out that rails too high or too low prevent the matrix from engaging smoothly with the distributor bar. This wears matrix teeth prematurely and damages the bar.

For information: Star Parts, Inc., Hackensack, N.J.

Chemical-Resistant Tray

A neoprene, chemical-resistant tray has been recently introduced by the Do-Rite Manufacturing Co. The tray is designed for offset and duplicating work and is made for 10x15-inch plates. For cleaning, the tray is rinsed in water, gasoline, or a cleaning solvent.

For information: Do-Rite Manufacturing Co., 3815 Weems, Houston 22, Tex.

Do-Rite chemical-resistant tray made of neoprene



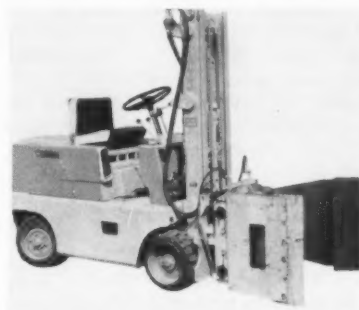
Paper Clamp Attachment

A clamp attachment designed to handle paper and corrugated stock rolls up to 60 inches in diameter and up to 6,000 pounds in weight, has been introduced by Clark Equipment Co. for its Clarkline fork trucks.

According to the producer, the clamp provides 180-degree rotation. Other design features include oversize clamping and rotating hydraulic cylinders for increased clamping and rotating force on the rolls.

The clamp will handle mixed rolls of 36- to 60-inch diameters without manual adjustment. One adjustment to the clamp adapts it to accommodate rolls from 12- to 36-inch diameters.

For information: Clark Equipment Co., Industrial Truck Div., Battle Creek, Mich.



Clamp attachment takes paper, corrugated stock

Vellum Booklet Envelopes

Mead Papers, Inc. has recently announced that a line of vellum booklet envelopes manufactured by the Union Envelope Co. and Niagara Envelope Co. is now available through all distributors of the Meadowe envelopes.

The line of booklet envelopes is manufactured in 24- and 28-pound weights in a range covering 15 sizes. Full gummed booklets in six sizes are also available in the 24- and 28-pound weights.

For information: Mead Papers, Inc., 118 W. First St., Dayton 2, Ohio.

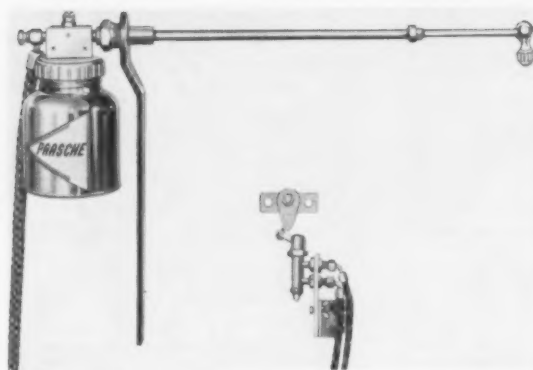
Fluorescent Screen Process Colors

Lawter Chemicals, Inc. recently announced the development of its M-400 series, Quick-Dry, Fluorescent, Screen Process Colors. The M-400 series, according to the manufacturer, requires no strong thinners. Both thinning and screen wash-ups can be done with mineral spirits. It also rack dries in 20 to 30 minutes.

The nine colors in the series have been field tested by the manufacturer and Lawter claims satisfactory results when overprinted or overlapped. The Bold M-400 series of screen process colors is available in orange, medium orange, gold yellow, cerise red, red, lemon yellow, green, pink and purple.

For information: Lawter Chemicals, Inc., 3550 W. Touhy Ave., Chicago 45.

Mighty Midget No-Offset Device



A no-offset powder unit designed for use with Miehle Vertical, Kluge, Ditto, and Davidson presses has been developed by the Paasché Airbrush Co., a division of Cline Electric Manufacturing Co. Known as the Mighty Midget, Model 89-0000, the unit requires 12 pounds of air and can be operated from a ¼-hp compressor. The de-

vice includes a telescoping arm for adjustment to any part of the sheet, an air adjustment for control of air pressure and an automatic air timer valve.

For information: Paasché Airbrush Co., 1909 W. Diversey, Chicago 14.

Parking Meter Envelopes

Envelopes for parking violation purposes have recently been introduced by the Justrite Envelope Co. The parking meter envelopes consist of yellow tamper-proof and red kraft styles designed for communities using box systems for fines.

For information: Justrite Envelope Manufacturing Co., 523 Stewart Ave., S. W., Atlanta, Ga.

Duplicating, Printing Papers

Two bond papers recommended as duplicating and printing papers have been announced by A. B. Dick Co. One paper is said to be suitable for mimeograph work and offset duplicating, or letterpress or offset printing. The other is for spirit duplicating and the offset or letterpress processes. The papers are available in all standard sizes from 8½x11 ream packages to 22x34-inch sheets.

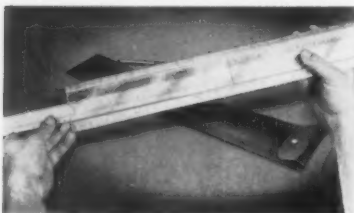
For information: A. B. Dick Co., 5700 W. Touhy Ave., Chicago 31.

Aluminum Proportioning Calculator

The Robertson Photo Mechanix Co. has announced the availability of its Proportioning Calculator #57. The device is made of anodized aluminum and is 20 inches in length. The slide is calibrated in percentage as well as the Robertson Arbitrary System. One edge of the outer rule is calibrated in inch markings and the other in both picas and inches. A plastic storage case is included.

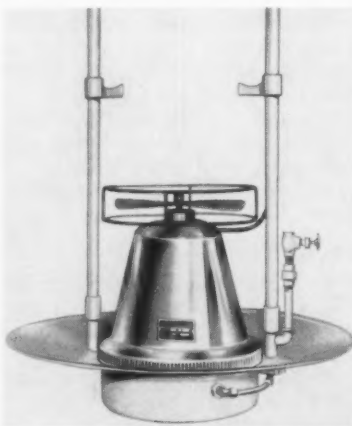
For information: Robertson Photo Mechanix, Inc., 7440 Lawrence Ave., Chicago 31.

Calculator is calibrated in both inches and picas



Motor Driven Humidifier

Standard Engineering Works recently announced the development of a motor-driven humidifier model IH27-B. The device features horizontal distribution of the humidity vapor, and is a self-contained unit. The humidifier will vaporize up to three gallons of water per hour, according to the manufacturer. It can be



Self-contained humidifier is run by ½-hp motor

suspended by hangers or brackets from overhead beams, flat ceilings, or cross members, and is powered by a ½-hp ball-bearing motor.

For information: Standard Engineering Works, Inc., Pawtucket, R.I.

Protective Spray Coating

A protective coating for art work in a pressurized container has been developed by Acrolite Products, Inc. Called Odorless Acrolite, the spray may also be used on type proofs to prevent smearing. It comes in 6-, 12- and 16-ounce containers.

For information: Acrolite Products, Inc., 108 Ashland Ave., West Orange, N.J.

Thomas Collators Offered

Thomas Collators, Inc. has recently announced the development of its mechanical and electric-powered models, with



Thomas collator sheet capacity ranges from 8-32

collating capacities of 8, 10, 16, 20 and 32 sheets. The principal design features include an electrically-driven stroke adjustment and an adjustable bin assembly capable of collating pages from 3x5 inches to 20x17 inches.

All models in the line are equipped with burled feed rollers. This roller, according to the manufacturer, makes possible the collation of paper stocks of nearly all weights and finishes from tissue, onionskin, and one-time carbon to ⅛-inch cardboard.

For information: Thomas Collators, Inc., 50 Church St., New York 7.

Silicone Lubricant Spray

The development of a high-temperature Silicone lubricant and mold release spray, called Silcolith, has been announced by the Theo. Hiertz Metal Co. According to the manufacturer, it may be used on typecasting machine molds, wipers, vise jaws, space bands, plungers, and nozzles. It may also be applied as a lubricant on saw blades, valve lubricant on type metal remelt pots and as a mold release agent for ingot molds and stereotype casting boxes.

For information: Theo. Hiertz Metal Co., 8011 Alaska Ave., St. Louis, Mo.

Anti-Jam Folder Device

ATF-Camco knife folders ranging in size from 32x42 inches to 52x76 inches may now be equipped with an anti-jam device developed by M. D. Alber. Originally developed for use at the Government Printing Office, Washington, D.C., the device stops the machine if sheets do not reach the stop gauges in correct register position.

For information: M. D. Alber, 12 W. Caton Ave., Alexandria, Va.

Gravure Technical Association to Hold New York City Convention

The Gravure Technical Association will stage its ninth annual convention Feb. 26-28 at the Hotel Commodore in New York City.

First-day agenda calls for a welcoming address by T. J. Stulz (Parade Publications, Inc.), president. The Hon. Raymond Blattenberger, United States Public Printer, will give a speech. Also scheduled on the opening day are a plant safety talk by an Esso Standard Oil representative, and sessions of the publication and packaging groups. A. J. Powers, Jr. of Chemco Photoproducts Co. will present a report on carbon tissue, and F. L. Shands of E. I. du Pont de Nemours & Co. will up-date registrants on the status of Rotofilm. Also featured in the publication meeting will be the press and positive standards committee reports and a panel treatment of publication paper for rotogravure.

Packaging members will hear a report from the paper, foils and film committee and a panel discussion of foil manufacturing and printing characteristics. Another panel will deal with chrome hardness and crack pattern. Miss Jacqueline M. Fetsko of the National Printing Ink Research Institute will discuss color density measurement with reflection meters.

J. F. Crosfield of J. F. Crosfield, Ltd. will describe a new color scanner, and J. H. Molitor of Art Color Printing Co. is due to speak on the hard dot gravure process at the second-day publication session. Panelmen will discuss grinding stones and there'll be a talk by Wilfrid T. Connell, president, International Photo-Engravers Union of North America.

Specific problems in packaging printing are slated for study. Warren Daum of Cylinders, Inc. will cover factors influ-

Officers of Gravure Technical Association planning ninth annual convention are (l. to r.) vice-president, William Fitzhugh, Jr., William Fitzhugh, Inc.; president, Theodore Stultz, Parade Publications, Inc., and vice-president, Jerome B. Fisher, Publication Corp. The convention is dated for Feb. 26-28, will be held in New York City



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

encing engraving costs. Proofing is the topic assigned to Elmer Stacy of Gravure Cylinder Corp. Printing will be discussed by James Smith of the Dobeckmun Co., Edward Hickey of Art Gravure Corp., George Wolfer of Downingtown Paper Box Co., and ink committee members.

After a luncheon address by Dr. Ormond Drake, associate dean of New York University and director of Town Hall, New York City, the supplement group will hear panel discussions of agency material, problems faced by independent magazines, quality control exercised by printers and publishers, and flexibility. The magazine panel will deal with preparation of color art and the flow of material to publications, processing techniques, gimmicks and research. A talk on gravure as used by *Fortune* magazine is listed.

A simultaneous session will take up the subject of transparencies or opaque art for packaging. Victor Keppler of *Creative Photography* will talk on photographic copy and Robert G. Neubauer will deal with packaging. Donald Macaulay of Paper Quality Control, Inc. will speak on "Quality Control 1958 Model—Luxury or Necessity?"

Two closed meetings are timed for the closing day. One of interest to engravers and engraving departments of publication printers will feature a report on gravure in the Far East by Preston Foote of the Manila Times Publishing Co. Slated for the other is a discussion of publication printing.

Cylinder corrections are due for panel treatment at the final packaging session. Arch Dixon of Marathon Corp. will discuss how many corrections are possible in copper or chrome, and a Kable Printing Co. man will detail his company's correction procedures. There will be descriptions of Litcopor, a German lacquer, by Matthew J. Romano of Triangle Publications, of spot plating by an Alco Gravure

representative, and a report on a testing cylinder. GTA's annual meeting and dinner will round out the agenda.

Date PIA Sales Conference For March 13-14 in Chicago

Some 400 sales representatives from printing firms throughout the country are expected to attend Printing Industry of America's Fifth Annual Sales Conference March 13-14 at the Edgewater Beach Hotel in Chicago.

At the conference PIA officials will announce the details of annual awards to be given to top salesmen. The award program is designed to enable member companies to give appropriate recognition to their top salesmen. Presentation of the awards will be made at the annual PIA convention.

The Fifth Annual Sales Conference will have "Selling for Increased Profits" for its theme. The program will include such topics as "How to Get Your Salesmen to Want More Sales," "How Better Service Can Pay Off," "Selling in Action," "101 Ways to Put Excitement in Advertising," and "How to Improve Selling Efficiency."

Preceding the conference will be PIA's annual three-day seminar which is a special sales management training session.

Delegates attending the sales conference are automatically enrolled in the PIA Sales Executives Group. Throughout the year these members receive materials designed to help them in their sales activities and to keep them abreast of changing conditions in the industry and new techniques in selling printing.

Carlton Mellick (r.), vice-president in charge of sales, Miehle Co., arrives by helicopter at new Miehle-Goss-Dexter Dallas showroom. On hand to greet Mr. Mellick are D. H. Moore (l.), Miehle Co.; R. L. Miller, Lawson Co. M-G-D recently held open house at the offices for Texas printers, including the Dallas Litho and Craftsmen groups





Harry S. Truman received the New York printing industry's 1958 Franklin Award for Distinguished Service from Robert L. Sorg (l.), chairman of the board, New York Employing Printers Association, at the annual Printing Week dinner. Looking on is Dr. J. C. Warner, president, Carnegie Institute of Technology, who delivered a tribute to Benjamin Franklin. Over 1,200 people attended the dinner

Headquarters Established to Promote 1959 Educational Graphic Arts Exposition

Headquarters have been established for the promotion of the Seventh Educational Graphic Arts Exposition by A. E. Giegengack, president of the National Graphic Arts Expositions, Inc., in the Printing Industry of America building at 5728 Connecticut Ave., N.W., Washington 15, D.C. The 1959 exposition will be held at the Coliseum in New York City, Sept. 6-12 inclusive. The following international and national conventions will be held during the period of the exposition: International Association of Printing House Craftsmen, Printing Industry of America, International Association of Electrotypers & Stereotypers, Label Manufacturers National Association, International Graphic Arts Education Association, Education Council of the Graphic Arts Industry, National Printing Equipment Association, International Typographic Composition Association, International Printers Supply Salesmen's Guild, Graphic Arts Trade Association Executives, Advertising Typographers Association of America, and a one-day meeting of the Research and Engineering Council of the Graphic Arts Industry.



A. E. Giegengack

Pertinent information and application blanks for space will be mailed to those who exhibited in the 1950 show in Chicago and to those engaged in manufacturing machinery and accessories for the

graphic arts industry. The exposition management will allocate space.

Officers of the National Graphic Arts Exposition are: A. E. Giegengack, chairman and president; Fred W. Hoch, senior vice-president; Ferd Voiland, Jr., vice-president; Col. H. R. Kibler, vice-president; Jack Eddy, vice-president; Henry A. Schneider, treasurer, and Don H. Taylor, secretary.

The board of directors includes Ferd Voiland, Jr., president of the International Association of Printing House Craftsmen, Inc.; Albert L. Kolb, vice-president of the International Association of Printing House Craftsmen, Inc.; H. R. Kibler, president of Printing Industry of America, Inc.; Charles E. Scharvet, secretary of Printing Industry of America, Inc.; Jack E. Eddy, president of the Miehle Co.; George S. Dively, chairman and president of Harris-Intertype Corp.; Harry G. Willnus, president of Intertype Co.; Fred S. Tipson, chairman of T. W. & C. B. Sheridan Co.; Martin M. Reed, president of the Mergenthaler Linotype Co.; Edward Blank, general chairman of the 1959 International Craftsmen's convention; Henry A. Schneider, vice-chairman of the Craftsmen's convention; Robert L. Sorg, chairman of the board of New York Employing Printers Association, Inc.; Don H. Taylor, president of NYEPA; Myron F. Lewis, president of International Printers Supply Salesmen's Guild, Inc.; Frank Lightbown, president of International Typographic Composition Association, Inc.; Ernest F. Trotter, editor of *Printing Magazine*; Mark F. Beck, senior vice-president of Atlantic Electrotypes & Stere-

otype Co.; Harry A. Porter, executive vice-president of the Education Council of the Graphic Arts Industry, Inc.; A. E. Giegengack, chairman and president of National Graphic Arts Expositions, Inc., and Fred W. Hoch, president of Fred W. Hoch Associates, Inc.

Business Forms Company Opens \$2-Million Plant

UARCO, Inc., Chicago, manufacturer of business forms, has opened a new plant in Watseka, Ill., constructed and equipped at a cost of \$2-million.

Gregson L. Barker, president, said the facility, the seventh operated by the company throughout the country and the second in Watseka, will produce a complete line of control punch forms for use in accounting, tabulating and other business machines.

"The new installation anticipates the growing use of office automation in business and industry, and will enable UARCO to expand its services in the middle western area," Barker said.

The new plant covers an area of 80,000 square feet, or 16,000 more than the original UARCO plant in Watseka. Employment at the new plant, when full production is reached, will more than double the 140 employed at the other plant.

Valued at \$1-million when it was built in 1951, the first UARCO installation manufactures autographic register forms.

The company's general offices are located at 141 W. Jackson Blvd., Chicago. Its largest plant, with 178,508 square feet, is at 5000 S. California Ave., also in Chicago.

Other company plants are located in Cleveland, Oakland, Calif.; Deep River, Conn., and Paris, Tex.

Printing Management Awards Offered to Evening Students

Students taking evening courses sponsored by the Graphic Arts Institute of New England and Boston University may for the first time earn certificates in printing management. To the student maintaining the highest scholastic average, the institute presents a \$250 cash award.

Courses cover typography and layout, standard estimating, fundamental offset lithography, printing production, and foreman management. William J. McFarlin, Jr., Daniels Printing Co., heads the institute's educational committee.

Ideal Roller Honors Employees

Three employees at the Chicago plant of Ideal Roller & Manufacturing Co., Inc., and one at the Long Island City, N.Y., plant have been awarded watches for 20 years of service with the company. Pins were presented to four Chicago plant employees for their 30 years of service to the firm.

TAPPI Meeting to Be Held Feb. 17-20 in New York

Two graphic arts symposiums are on the agenda for the Technical Association of the Pulp and Paper Industry's 43rd annual meeting Feb. 17-20 at Hotel Commodore, New York City. Jacqueline M. Fetsko of Lehigh University is program chairman and Charles A. Morton of Kimberly-Clark Corp. heads the sponsoring committee.

Miss Fetsko will chair a symposium on the basic factors of ink-paper-press relationships. James H. Wing of the Robert Gair Division of Continental Can Co. will moderate a discussion on evaluations of printability by proof press techniques.

Topics for Miss Fetsko's panel are hypothesis on the mechanism of ink splitting during printing; print testing on a laboratory rotogravure press; an applicator for supplying ink to the distribution systems of proof presses and other laboratory printing devices, and roller composition in proof press testing.

Panel members will be James H. Taylor and Dr. Albert G. Zettlemoyer, National Printing Ink Research Institute, Lehigh University; Walter W. Roehr, Kimberly-Clark Corp., Neenah, Wis.; W. A. Wink, Institute of Paper Chemistry, Appleton, Wis., and Robert Carmack, West Virginia Pulp and Paper Co., Williamsburg, Pa.

Subjects for the second symposium are a survey of proof press printability test procedures, National Printing Ink Research Institute's printing gauge as one system for measuring newsprint printability, techniques for running print quality tests on a lithographic press, and smoothness measurements with ink films.

The paper on techniques for testing lithographic press print quality will be presented by Charles H. Borchers in behalf of George W. Jorgensen of the Lithographic Technical Foundation research



Newly elected officers of the Printing Industry Association of East-Central New York for 1957-58 seen at a recent meeting are (l. to r., seated) president, Henry Quelmalz, Wm. H. Boyd Printing Co., Albany; vice-president, Everett Singer, Amsterdam Printing and Litho Co., Amsterdam; (standing) treasurer, Delno F. Stageman, Williams Press, Albany, and the executive secretary, O. F. Newkirk

department. Detailing the other subjects will be William L. Stinger and Frederick C. Oppen, Marathon Corp., Rothschild, Wis.; Kenneth L. Strachen, R. R. Donnelley and Sons Co., Chicago; C. F. Geffen and W. K. Hermann, J. M. Huber Corp., Hillside, N.J.; Solomon Steinberg, *New York Times*, and A. T. Lucy, Boxboard Research and Development Association, Kalamazoo, Mich.

Holds Technical Advisory Meeting

Gravure Research, Inc. staged a session of its Technical Advisory Committee Jan. 29 at Hotel Governor Clinton, New York City. Representatives from 38 member companies of this cooperative research organization for rotogravure printers, engravers and suppliers heard reports on latest developments in color correction techniques. Laboratory staffmen up-dated the group on research progress concerning web press operation.

Fairchild Graphic Buys Teletypesetter Corp.

Fairchild Graphic Equipment, Inc. has acquired the assets of Teletypesetter Corp. The purchase included the inventory and tools and provided for use of the Chicago plant and personnel until operations can be integrated with those of the Fairchild Camera and Instrument's wholly-owned subsidiary.

Teletypesetter stock is owned by Teletype Corp., a subsidiary of Western Electric Co., Inc., and by Gannett Co., Inc., which operates newspapers, radio and television stations. A January 1956 anti-trust consent decree ordered Western Electric and its parent, American Telephone and Telegraph Co., to divest themselves of the business carried on by Teletypesetter Corp. Purchase of the assets by Fairchild Graphic was given court approval on consent of the Department of Justice.

Fairchild is taking all steps necessary for insuring continued service to Teletypesetter customers, according to J. A. V. Hyatt, vice-president and general manager of Fairchild.

Purchase of Hurlbut Paper Co. Approved by Mead Directors

The board of directors of the Mead Corp. of Dayton, Ohio, has approved an agreement to purchase the total assets of the Hurlbut Paper Co., South Lee, Mass. Hurlbut produces technical papers for decorative and industrial laminates for the plastic industry as well as papers for filtration purposes.

The Hurlbut Paper Co., as a Mead subsidiary, will continue to operate under the same management, production and sales policies.

Graduates of the management development course sponsored by the Young Printing Executives Club of New York Employing Printers Association and of Cornell University receive certificates from Dr. Gilbert David, instructor. From left are William B. Freedman, Freedman Cut Outs; Richard T. Everleth, Masta Displays; John Olsen, Olsen Press; Richard P. Stanley, Stanley Impressions; Daniel P. Hunt, Peter F. Mallon, Inc.; Dr. David; Bernard A. Rothman, Canterbury Printing Co.; Albert Rosten, Nu-Type Service; Vincent J. Gulfe, John B. Watkins Co.; James V. Elliott, member of NYEPA staff; Sheldon Demberg, Barton Press. There were five other graduates in the class not present for picture





Pictured is the basic estimating class, one of five printing courses offered by Printing Industries of Los Angeles to members of the graphic arts industry in southern California. William Ross (front row, center), Wayside Press, Inc., is the instructor. The class meets Wednesday nights for two hours

NFPA Members Name T.J. Norman President at Annual Convention

T. J. Norman, Jr. of Package Products Co., Inc. has succeeded Samuel J. Leeds of Cellu-Craft Corp. as president of the National Flexible Packaging Association. Members in the seventh annual meeting Jan. 14-16 at Hotel Biltmore, New York, advanced Mr. Norman from treasurer and named David J. McKay, Jr. of Central States Paper & Bag Co., Inc. executive vice-president. The new treasurer is Sheldon Y. Carnes of Arkell & Smiths.

Divisional vice-presidents are Roy E. Hanson of Milprint, Inc., S. J. Perlman of Durapak Corp., Melvin Wagner of Acme Backing Corp., and T. E. Buffy of Western Package Products Co. John M. Cowan continues as secretary and managing director of the organization.

A. M. Sullivan, editor, *Dun's Review and Modern Industry*, forecast that 1958 would be a good year for good management. C. M. Wildes, U.S. Bureau of the Census, explained what the 1958 Census of Manufactures means to flexible packaging converters. A. J. Doescher of Ernst & Ernst detailed financial ratios as the score sheet of management. Research for determining consumer packaging preferences was reviewed by T. J. Plesser of A. J. Wood & Co. W. B. Nance of Cadillac Products, Inc. explained the use of the

Design and Printing Exhibition Opened in New York City

The Design and Printing for Commerce and 50 Advertisements of 1957 exhibition sponsored by the American Institute of Graphic Arts was due for public showing Feb. 3-28 at the Associated American Artists Gallery in New York City.

The exhibition committee chairman is Charles E. Scharvet of Guide-Kalkhoff-Burr, Inc. Serving with him are Eugene M. Ettenberg of the Gallery Press, graphic designer for the show, and William P. Gleason of the Colonial Press.

new "Profit Planning Manual" as a major management tool.

New products and services offered by suppliers were described by representatives of 18 companies. Franklin Moss, president of Mosstype Corp., told how to capitalize on flexography's principal advantages. Karl Behr of Converters Ink Co. discussed flexographic ink viscosity factors. A representative of S. W. Speers Co., Inc. described the Arisco Web Conditioner, which was designed for replacing cellophane, glassine and paper moisture reduced by heat drying of inks during high speed printing of flexible packaging materials.

NFPA has timed a west coast session for June 6 in Los Angeles and the fall meeting is dated for Oct. 15-18 at Boca Raton, Fla.

Super Speed Printing Machinery Acquires Master Folder Machines

The complete line of Master folding machines has been acquired by Super Speed Printing Machinery, Inc., Cleveland. The company intends to expand the line and to give complete nationwide facilities for sales, service and the distribution of parts.

In the new line is the 17½x22½ Master automatic folding machine, which has been manufactured and distributed by the Weldon Tool Co. since 1945. This folder comes with either continuous air or friction automatic feeders and can be purchased with several fold plate variations. Slitters, scorers, perforators, and pasting attachments are available.

BMI to Hold March Meeting

Book Manufacturers' Institute will hold its mid-year meeting March 27 at the Hotel Plaza, New York City. The committee on industrial and labor relations staged a seminar session Jan. 29-30 in the Yale Club, New York.

Plan Printing Industry European Tour for May 3

American Express Co. and Lufthansa Airlines have timed for May 3-19 a European printing industry tour including the DRUPA International Exhibition of Printing Machinery at Düsseldorf. The itinerary calls for visits to letterpress, offset, gravure, paper and converting plants in England, France and West Germany. One-day plant tours will alternate with one-day sightseeing tours.

The per person rate covers transatlantic and all transportation in Europe, hotel expenses, a majority of the meals, sightseeing, transfers and gratuities. Arrangements are being made for optional tours to the Brussels World Fair, Holland, Sweden, Norway, Denmark, Switzerland and Italy.

Folders are available at local offices of both companies. For complete information address American Express Co., 65 Broadway, or Lufthansa Airlines, 555 Fifth Ave., both New York City.

Intertype Typographic Consultant To Stage Ohio Clinic in March

Ohio graphic artisans will have an opportunity to increase their typographic knowledge when Howard N. King conducts a Typographic Workshop on March 29 in Dayton's Patterson Coöperative High School.

Mr. King, nationally known for sharing his knowledge in clinical style, is typographic consultant to the Intertype Corp., vice-president of Maple Press Co. and a past president of the International Association of Printing House Craftsmen.

Intertype and the Dayton Club of Printing House Craftsmen are sponsoring the March workshop for the benefit of printers, editors, layout men, artists, journalism students and advertising and newspaper personnel. Highlighting one session will be a typographical review of house organs, newspapers, brochures and ads published in the Ohio area.

ITCA to Hold March Meeting On Management in Florida

Members of the International Typographic Composition Association will meet at the Miramar Hotel in Miami, Fla., March 21-22, in a conference devoted strictly to management problems. Conference sessions will be held in the clubrooms of the Miami Woman's Club.

Organized as a series of forums and seminars, the two days of sessions will concentrate on financial, marketing, and production management problems of the industry that have been revealed principally in reports of member experiences.

The social program includes a group luncheon for all registrants and a beach outing.

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CALIFORNIA	LOS ANGELES SAN FRANCISCO SAN FRANCISCO	Kirk Paper Co. Seaboard Paper Co. Wilson-Rich Paper Co.	NORTH CAROLINA	CHARLOTTE CHARLOTTE HIGH POINT RALEIGH	Hanley Paper Co. Virginia Paper Co., Inc. Hanley Paper Co. Eppe-Fitzgerald Paper Co.
COLORADO	DENVER	Dixon & Co.	OHIO	CINCINNATI CINCINNATI CINCINNATI COLUMBUS DAYTON TOLEDO	The Chatfield Paper Corp. The Johnston Paper Co. Merchants Paper Co. Scioto Paper Co. Hull Paper Co. Paper Merchants, Inc.
CONNECTICUT	HARTFORD NEW HAVEN	Rourke-Eno Paper Co., Inc. Rourke-Eno Paper Co., Inc.	OKLAHOMA	TULSA	Beene Paper Co.
FLORIDA	JACKSONVILLE MIAMI	Virginia Paper Co., Inc. Southern Paper Co.	OREGON	PORTLAND	Carter, Rice & Co. of Oregon
GEORGIA	ATLANTA	Dillard Paper Co.	PENNSYLVANIA	PHILADELPHIA PHILADELPHIA PHILADELPHIA PITTSBURGH	W. B. Killhour & Sons, Inc. Schwartz & Co. Whiting-Patterson Co., Inc. Chatfield & Woods Co.
ILLINOIS	CHICAGO CHICAGO CHICAGO CHICAGO CHICAGO CHICAGO ROCK ISLAND	Atwood Paper Co. Empire Paper Co. Hobart Paper Co. McIntosh Paper Co. Parker, Schmidt & Tucker Paper Co. James White Paper Co. C. J. Duffey Paper Co.	RHODE ISLAND	PROVIDENCE	Narragansett Paper Co.
INDIANA	FT. WAYNE INDIANAPOLIS INDIANAPOLIS INDIANAPOLIS	The Millcraft Paper Co. The Chatfield Paper Corp. Indiana Paper Co. C. P. Lash Paper Co.	SOUTH CAROLINA	COLUMBIA	Eppe-Fitzgerald Paper Co.
IOWA	DES MOINES DES MOINES	Birmingham & Prosser Co. Western Newspaper Union	TENNESSEE	MEMPHIS NASHVILLE	Louisville Paper & Mfg. Co., Inc. Dillard Paper Co.
KANSAS	WICHITA WICHITA	Southwest Paper Co. Wertgame Paper Co.	TEXAS	FORT WORTH HOUSTON LUBBOCK SAN ANTONIO	Western Paper Co. Benson Paper Co. Western Paper Co. Natho Paper Co.
KENTUCKY	LOUISVILLE LOUISVILLE	The Rowland Paper Co. Southeastern Paper Co.	UTAH	SALT LAKE CITY	Dixon & Co.
LOUISIANA	NEW ORLEANS	Alco Paper Co.	VIRGINIA	NORFOLK RICHMOND	Eppe-Fitzgerald Paper Co. Virginia Paper Co., Inc.
MAINE	PORTLAND	C. M. Rice Paper Co.	WASHINGTON	SEATTLE	Paper Sales Corp.
MARYLAND	BALTIMORE BALTIMORE BALTIMORE	Bradley-Reese Co., Inc. The Mudge Paper Co. O. F. H. Warner & Co., Inc.	WASHINGTON, D. C.		Barton, Duer & Koch Paper Co. Stanford Paper Co. Virginia Paper Co.
MASSACHUSETTS	BOSTON BOSTON BOSTON BOSTON SPRINGFIELD	Andrews Paper Co. Century Paper Co. Colonial Paper Co. Tileston & Hollingsworth Co. Rourke-Eno Paper Co., Inc.	WISCONSIN	APPLETON GREEN BAY MILWAUKEE MILWAUKEE OSHKOSH	Woolz Brothers, Inc. Steen-Macek Paper Co. Sensenbrenner Paper Co. Wisconsin Paper & Products Oshkosh Paper Co.
MICHIGAN	DETROIT DETROIT GRAND RAPIDS LANSING	Chope-Stevens Paper Co. The Union Paper & Twine Co. Grand Rapids Paper Co. The Dudley Paper Co.	EXPORT ONLY		
MINNESOTA	MINNEAPOLIS MINNEAPOLIS MINNEAPOLIS MINNEAPOLIS ST. PAUL	Butler Paper Co. C. J. Duffey Paper Co. Minnesota Paper & Cordage Co. The Paper Supply Co., Inc. Anchor Paper Co.	NEW YORK	NEW YORK NEW YORK	Moller & Rothe, Inc. Fred C. Strype, Inc.
MISSISSIPPI	JACKSON	Townsend Paper Co.			
MISSOURI	KANSAS CITY SPRINGFIELD ST. LOUIS ST. LOUIS ST. LOUIS	Wertgame Paper Co. Wertgame Paper Co. Beacon Paper Co. Birmingham & Prosser Co. Tobey Fine Papers, Inc.			
NEW HAMPSHIRE	CONCORD	C. M. Rice Paper Co.			
NEW JERSEY	NEWARK TRENTON	Central Paper Co. Central Paper Co.			

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Members of management team of Sta-Hi Color Service, Inc., Fullerton, Calif., at a recent meeting are (l. to r.) John V. Landau, sales manager; Vernon R. Spitaleri, president; Kenneth T. Brouse, general manager, and Willis N. Urie, plant superintendent. The firm, a subsidiary of the Sta-High Corp., will provide color engraving facilities and technical service for newspapers and advertisers

Sta-High Corp. Establishes Color Service Subsidiary

Sta-High Corp., graphic arts equipment manufacturing firm in Whittier, Calif., has set up Sta-Hi Color Service, Inc., Fullerton, Calif., as a subsidiary specializing in complete color engraving and technical printing advisory service for newspapers, advertisers and advertising agencies.

Heading the subsidiary is Vernon R. Spitaleri, vice-president of Sta-High Corp. and former research director of Knight Newspapers, Inc.

"We are set up to operate, in effect, as though we were each customer's color engraving department," he said. "We plan to process art, copy, transparencies and other editorial and advertising material flown to us by our customers. We are using the latest equipment and platemaking methods, plus overnight air transport to all parts of the country.

"Our advisory service will help newspapers to plan their daily color printing operations through all related departments, and we will work closely with advertisers and agencies."

The company's new plant at 1000 South Pomona Ave. in Fullerton, Calif., is equipped to supply three- and four-color process magnesium engravings for both advertising and editorial purposes.

New Headquarters Building Opened By Printing Plates Research, Inc.

Printing Plates Research, Inc. has moved into a two-story office building at 640 Phillips Ave., Toledo 12, Ohio. A combined laboratory and workshop occupies the ground floor, with general offices and conference room above.

The new laboratory provides facilities for research and development work on duplicate letterpress printing plates and

related products, including further refinement of Electroplastic printing plates.

A. E. Kneer, Jr., a graduate chemist, is in charge of laboratory operations. Mr. Kneer was previously employed by Filmer Bros. Electrotape Co. in San Francisco, and has been actively engaged in the development of the Electroplastic plate.

STA Printing Exhibit Slated For Chicago April 11-May 18

Plans for the Design in Chicago Printing Exhibition to be held at the Art Institute of Chicago April 11-May 18 have been announced by the Society of Typographic Arts. Hayward Blake, art director of Ekco-Alcoa Containers, is chairman of the exhibition.

He has chosen for the jury John Breunig, art director, Foote, Cone & Belding, Chicago; Louis Danziger, designer, of La Puente, Calif., and George Krikorian, promotional art director of *Look Magazine*, New York City. Explanatory material and photographs will be included in the exhibit to show the part that printing plays in everyday life.

Printing and publishing executives who are members of the National Defense Executive Reserve Conference seen in Washington, D.C., at a recent meeting are (l. to r.) Horace Hart, director, Printing and Publishing Industries Division, BDSA; Col. H. R. Kibler, president, Printing Industry of America, Inc.; Honorable Raymond Blattenberger, Public Printer of the United States; John M. Wolff, vice-president, Western Printing and Lithographing Co.; L. W. Trester, vice-president, General Outdoor Advertising Co.; Buell W. Hudson, treasurer, Evening Call Publishing Co.; William G. Chandler, president of the Scripps-Howard Publishing Co., and John G. Powers, president, Prentice-Hall, Inc.



SPPA Management Parley And Dates Announced

The program for the third annual management conference of the Screen Process Printing Association, International, has been announced by Robert H. Blundred, executive secretary. Set for the Penn-Sheraton Hotel, Pittsburgh, Pa., the conference will be held Feb. 28-March 1.

Profit sharing and employee incentive plans will be the topics for the first business session of the meeting. Featured speaker will be Joseph Meier, executive secretary, Council of Profit Sharing Industries, Chicago. A reception and luncheon are scheduled for noon on Friday, Feb. 28. The afternoon conference will see "Pricing Your Product," as the topic under consideration.

After the evening reception and banquet on Friday night, Feb. 28, Dr. Robert Weidenhammer, School of Business Administration, University of Pittsburgh, will speak on "The Business Outlook for 1958."

Leading off the meetings on March 1 will be a discussion of the major areas of business management, and their relationship to planning and control. Prof. C. L. Van Sickle, director of Executive Development, University of Pittsburgh, will be the featured speaker.

Rounding out the two-day conference will be an afternoon session on March 1. The handling of personnel, decision making and policy formulation will be among the subjects discussed. Dean Glen U. Cleeton and Prof. Robert S. Ramsey, School of Printing Management, Carnegie Institute of Technology, will be the featured speakers at this session.

Graham Paper Expands Facilities

The Graham Paper Co., St. Louis, announced that its new manufacturing plant has been completed. The building will be used to house the company's manufacturing and paper converting operations.

Newsprint Production in 1957 Rises Above Eight Million Tons

North American newsprint production capacity last year rose past the eight million-ton level, a new record, and is expected to climb another million by the end of this year, according to the Newsprint Information Committee representing the Canadian producers. They predict that capacity unused this year may be more than a million tons and will serve as a cushion against sudden upturns in demand for newsprint.

The committee reported that newsprint absorption by publishers in this country last year was about the same as in 1956

despite extensive new production facilities. For the first time in 11 years the industry's operating ratio fell below 100 per cent of rated capacity. This trend plus continued rising costs prompted the committee to forecast that the current cost-price squeeze will be greatly intensified this year.

Announces Plant Addition

Radiant Color Co., Oakland, Calif., manufacturers of Velva-Glo fluorescent papers, cardboards, and colors for silk screen and display work, has announced a plant addition that increases its floor space by nearly 50 per cent.



Elliott Donnelley (r.), R. R. Donnelley & Sons, Chicago, receives honorary membership certificate in Research and Engineering Council from E. J. Triebe, Kingsport Press, president of council when Mr. Donnelley was a vice-president

Elliott Donnelley Honored For R&E Council Service

Research and Engineering Council of the Graphic Arts Industry has awarded an honorary membership to Elliott Donnelley of R. R. Donnelley & Sons Co., Chicago. He was selected to receive the council's highest honor for his two years of vice-presidential service and other valued contributions to the council's work. The award was presented by Edward J. Triebe of Kingsport (Tenn.) Press, who headed the council during Mr. Donnelley's tenure.

West German Type Faces Available From Amsterdam Continental

Type faces produced by Stempel and Klingspor foundries, West Germany, are now available from Continental Types and Graphic Equipment, Inc.

A specially selected stock is maintained at New York headquarters. Other faces may be ordered through Amsterdam Continental. Sample sheets, prices and other information are available from the company at 268 Fourth Ave., New York 10.

Amsterdam Continental now represents 15 foundries located in the Netherlands, West Germany, Switzerland, Italy, France, Great Britain, Spain and Sweden. Among them are Typefoundry Amsterdam, Berthold Typefoundry of Berlin, Haas Typefoundry of Basel, Switzerland, and the Nebiolo Society of Turin, largest type foundry in Italy.

New Name for Graphic Arts Firm

Pontiac Graphics Corp. is the new name for the 47-year old Pontiac Engraving and Electrotype Co., Chicago. The name change became effective on Jan. 1. Pontiac has added design, art, typesetting and offset divisions to its original photo-engraving and electrotyping departments.

3 in 1
COMBINATION
**FEEDER
PERFORATOR
JOGGER**

NEW! Automatic
BIG PRODUCTION

UNIT



30"
36"
42"
45"

Requires only about 5'
x 15' floor space. Can
be placed against
wall.

**30%
FASTER
ON STRIKE WORK**

ONE OPERATOR CAN HANDLE 2 MACHINES

If it's big production you want, here's your answer . . . the new, improved N-D Combination Feeder-Perforator-Jogger assembly that sets you up to turn out really big volume F-A-S-T! The all-new striker mechanism is the most positive ever devised for a slot hole perforator, and allows a speed increase of MORE THAN 30% on strike work over any other N-D perforator ever built. And it's so simple, so COMPLETELY AUTOMATIC one operator can easily handle 2 such set-ups. The Perforator connected between the Feeder and the Jogger is the new precision 30", 36", 42" or 45" model. Produces 7,500 SHEETS PER HOUR on straight-run work, 17x22 sheet, with proportionate speeds on other sizes. Sheets delivered ready for packaging. It's great unit . . . a remarkable production builder. By all means, check into it.

NYGREN-DAHLY COMPANY
1422-32 ALTGELD ST. CHICAGO 14, ILL., U.S.A.

Junior High School Students Produce Limited Edition

A book which was set, printed and bound by junior high school students whose average age was 14 now stands



John M. Fontana

alongside of Fust and Schoeffer, Sweynheym and Pannartz, Bodoni and other early examples of the art of printing and binding exhibited in the Gutenberg Museum in Mainz, Germany. It is the No. 1 copy of a limited edition of "Man-kind's Greatest Invention," written by John M. Fontana to commemorate the 500th anniversary of Gutenberg's completion of the first Bible printed from movable metal type.

Mr. Fontana, graphic arts instructor at A. S. Somers Junior High School in Brooklyn, N.Y., guided his Junior Benjamin Franklin Society boys in preserving his story between hard covers. The museum copy carries a dedication line "from the students of America to the students of Germany."

Each student hand-set part of the book. The boys made up the forms, read proof, and did the printing on a hand-fed 10x15 platen press. Following Gutenberg's method, they distributed two finished type pages, then set up two more while a two-page form was being printed. All pages were run off within four months. Two-thirds of the work was done after daily home-going time.

The page size is 6x9 inches. Inks used were gold, black, red and maroon. Illustrations include linoleum blocks, line cuts and a halftone of a page from Gutenberg's 36-line Bible. A specially designed jacket graces the book.

Mr. Fontana personally presented the first copy to the museum while visiting Germany with his wife. After returning from Mainz, he received a letter from Dr. Aloys Ruppel, director of the museum, which said in part: "I can imagine the zeal and hard endeavors the young printing students made to produce this book so well done with regard to hand-setting, printing and binding."

The fifth copy was presented to Dr. William Jansen, superintendent of New York City schools. The students were thrilled when he told them that he cherished the book as a collector's item.

Another copy was accepted by the North American College in Rome for presentation to Pope Pius XII for the Vatican Library.

Mr. Fontana's graphic arts career runs back 36 years. He has been a journeyman, compositor, stoneman, plant owner and executive, author and lecturer. He is chair-

man of the Printing Education Week Committee for the International Graphic Arts Education Association.

"The book is an example of fine student printing," he said. "Our German friends will surely develop high regard for the quality of work our American boys are producing. American educators and the printing industry can feel proud that the book represents our artistic abilities at the birthplace of printing in Mainz. When I came back to the school, I was glad to find that all three entries by our

graphic arts students in the Ford Industrial Awards Contest won prizes."

Paper Cutters and Binders Course

The New York School of Printing has launched a course for apprentice paper cutters and bookbinders. This was done in line with a new apprentice training program out in the current contract between the Printers League Section of New York Employing Printers Association and New York Paper Cutters' and Bookbinders' Local Union No. 118.

Not even a FLOUNDER
lies flatter than...



Fishing for gummed paper ideas? We have just the thing for you. Write today for your FREE copy of the new supplement of our Gummed Paper Idea Book. It suggests many ways you can use our Flat-As-A-Pancake Gummed Papers to good advantage. It's a real sales making combination. New Ideas backed by the superior quality of Flat-As-A-Pancake Gummed Papers. Address your request to Dept. P-328.



The Brown-Bridge Mills, Inc., Troy, Ohio

New York, 6 East 45th St. • Chicago, 608 S. Dearborn • Philadelphia, 315 Clwyd Road, Bala-Cynwyd, Pa.
St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

Industrial Editors Course Offered at Oklahoma State

March 17-22 are the dates for the 1958 Industrial Editors Short Course to be held at Oklahoma State University, Stillwater, Okla. Eugene M. Ettenberg, manager and typographer, Gallery Press, New York City, is layout and production division leader. Employee and general publications division will be led by Dean W. Detweiler, Perfect Circle Corp., Hagerstown, Ind.

Frank Gregg, executive director of the Izaak Walton League of America, Chicago, is leading the conservation publications division. Sales, external publications

and other aspects of publishing will be covered. Information and reservations may be obtained from Clement E. Trout, Department of Technical Journalism at the University.

Donnelley to Enlarge Ohio Plant

R. R. Donnelley & Sons Co. has announced plans to enlarge its Willard, Ohio, plant by constructing facilities for press and bindery departments. The new space will add approximately 87,000 square feet to the firm's present 60,000 square feet of space and will be devoted largely to the production of casebound books.

Intertype Co. Announces Five New Promotions

William L. Hewitt, who was controller of the Intertype Co., a division of the Harris-Intertype Corp., became vice-president for operations on Jan. 1. His appointment was a further step in developing and streamlining Intertype's organizational structure, according to Harry G. Willnus, president. Mr. Hewitt is a Union College alumnus. Prior to joining Intertype he was associated with General Electric Co. and served as vice-president and controller of Arma Corp.



William L. Hewitt

Mr. Willnus also announced the appointment of John T. Roth, former works manager, as director of manufacturing. Charles T. Schildhauer was named works manager.

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Howard H. Moad



Charles J. Stupka

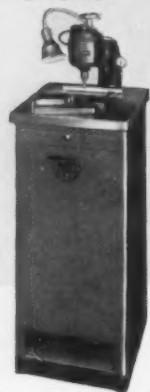
Charles J. Stupka, with the company since 1925, has been appointed sales representative in northern Cook County, including Chicago. Howard H. Moad, who joined Intertype in 1946, is now Michigan sales representative working out of the midwestern district office in Chicago.

Mr. Stupka has served in the matrix, parts, order and rebuilding departments and as a sales representative in Kentucky and other midwest territories including Nebraska, Wyoming, Iowa, and North and South Dakota. In recent years he was on the midwestern district office administrative staff.

Before joining Intertype, Mr. Moad was advertising manager of a Chicago manufacturing firm. He had started his graphic arts career in 1928 with the *Flora (Ill.) News Record*, where he was an operator and foreman. He became publisher of the *Clay City (Ill.) Advocate* and then served the *Chicago American* on the production side. For Intertype he has served commercial printers and newspapers throughout the Midwest. He is a member of the Chicago Press Club.

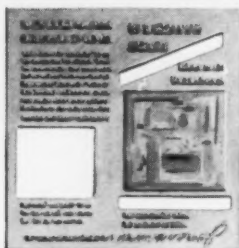
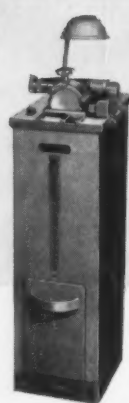
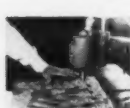
Intertype's Chicago offices are located at 57 W. Grand Ave.

\$890⁰⁰ gives you the "Ins and Outs" of composing room production.

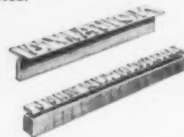


Use the Morrison Router, Mortiser and Type High Planer for your plate corrections — remove unwanted copy with a clean cut mortise or route away dead metal — all with the same machine quickly, safely, accurately with conventional methods.

Reduce time for copy changes and corrections on your shell casts to a minimum.



Use the Morrison Slug Stripper for stripping slug lines to be inserted — strip correction lines or lines for intricate angle layout to any thickness to match with shell cast, electros, zinc or plastic plates.



The Morrison Slug Stripper (\$435.00) and the Morrison Router, Mortiser and Type High Planer (\$455.00) will give you the most efficient tooling ever designed for composing room use. Nothing else will do this job as well.



Write or telephone for complete information on either or both of these machines now considered standard equipment for your composing room. This could be the best purchase you have ever made.

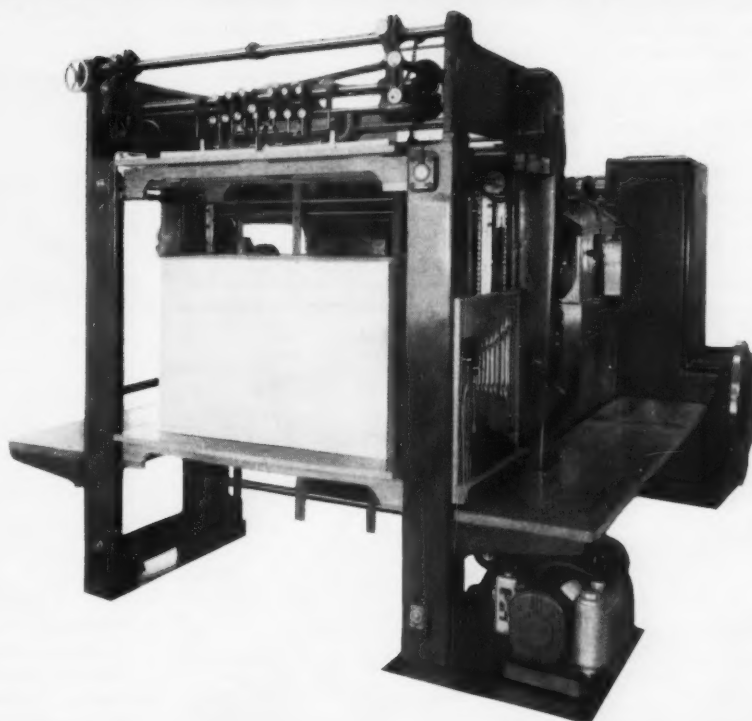


THE Morrison COMPANY

125 WEST MELVINA STREET, DEPT. 1., MILWAUKEE 12, WISCONSIN

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AT ITS FINEST AND FASTEST

The new **TIRFING**

The new TIRFING offers you the latest engineering advancements in letterpress printing. Stream feeder, transfer grippers, chain delivery, slitting unit, power drives on feeder and delivery, are only a few of these new developments. Combined with many other modern features, they help to give you higher speed, superior reproduction quality, and greater economy of operation. See for yourself. Write now for a demonstration.

Speeds = up to 4,000 I.P.H.
Max. sheet size = 31"x41"

TIRFING

PRINTING MACHINERY, INC.

400 DELANCY STREET, NEWARK 5, NEW JERSEY
TELEPHONE MARKET 3-7779

New Orleans Printer Announces '58 High School Scholarship Contest

The Press of H. N. Cornay Inc., New Orleans, has announced this year's competition for its annual scholarship for training students in the graphic arts. The scholarship is open to high school seniors of the New Orleans area. Deadline for filing applications is March 25. Application blanks and eligibility rules may be obtained from H. N. Cornay.

The course consists of ten months of training given at the Southern Institute of Graphic Arts in Nashville, Tenn. An inspection tour of the plant for students and teachers will be held Feb. 26. The

firm's new plant under construction at Reserve, La., will be open later in the year for students to visit.

Photo-Engravers Stage Exhibition

The Photo-Engravers' Art Society staged its 11th annual exhibition Dec. 18-Jan 3 in New York City. Sponsored by the Photo-Engravers Board of Trade of New York and New York Photo-Engravers Union No. 1, the exhibit featured a first-time showing of outstanding reproduction proofs from photoengraving and gravure plants. Karl Bartel of Printing Developments, Inc. is president of the society.

Standard Register Names Head of New Division

A Systems and Procedures Division has recently been formed by Standard Register Co., Dayton, Ohio, under the direction of Ben S. Graham.



Ben S. Graham

The function of the division is to deal with systems and procedures, data processing, and the development of control reports for management. Mr. Graham joined the company in 1944 as a systems specialist. He has pioneered in the development of paperwork simplification, systems analysis and related management techniques. He has led business group discussions, conducted paperwork simplification conferences in this country and in Canada, and written articles for several business and professional journals.

ANPA Research Institute to Hold Newspaper Management Program

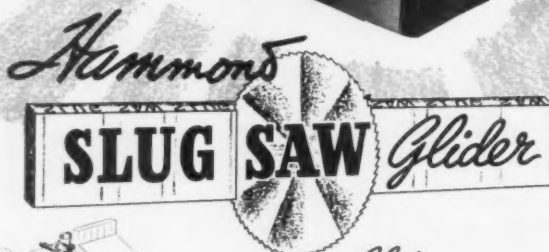
American Newspaper Publishers Association Research Institute, Inc., and Johns Hopkins University, Baltimore, are jointly sponsoring a special seminar and workshop at the university Feb. 27-28. The program is for newspaper management personnel interested in a system for measuring the work involved in the composition of local display advertising copy.

A detailed explanation and discussion of what the system will accomplish, how it is installed and the expense and effort involved will be given. The program will cover practical applications of the measurement system and the steps of preparation and processing. Applications for the course should be addressed to the dean of the School of Engineering at Johns Hopkins University.

New York Printing Firm Enters Label, Package Field

Arrow Press, New York City, has entered the color label and package printing field. Alexander McCurry, former National Biscuit Co. packaging division manager, has been elected vice-president of this long-run multicolor printing house which for many years has concentrated on producing annual reports, company magazines, catalogs and sales pieces. Equipment includes six five-color rotary presses and eight two-color presses.

Arrow is a corporate affiliate of William E. Rudge's Sons, New York City, and has a working affiliation with Vander-Kloot Press, Detroit. Maxwell M. Geffen is board chairman and Jacques Pollack is president.



**FAMOUS *Glider* SPEED AND ACCURACY
WITH FLEXIBLE PORTABILITY**

Modern production requires the Hammond SlugSaw Glider for the maximum in sawing efficiency. Now you can have the famous Glider speed and accuracy with flexible portability in the Hammond SlugSaw Glider. By placing the SlugSaw Glider in the most advantageous point in the composing room you eliminate unnecessary steps and waiting to use a saw.

Write for complete information.

Hammond Machinery Builders
1616 DOUGLAS AVENUE • KALAMAZOO, MICHIGAN



Technical Printing Conference Held in Great Britain

The Printing, Packaging and Allied Trades Research Association of England recently staged a Patra Newspaper and Rotary Letterpress Conference as the first technical meeting of its kind ever held in Great Britain.

More than 25 papers presented during the two and a half day parley at Harrogate covered telecommunications, composing room organization, phototypesetting, camera and etching techniques, electronic engraving, stereo casting, color printing, press design, web tension, news inks, ink misting and newsprint printability.

H. O. Smith, London School of Printing and Graphic Arts, discussed phototypesetting. He rated growth from one English commercial installation in 1949 to 300 now as slow progress compared with the advance of hot metal machines 50 years ago. Film setting could be applied to all three printing processes, but was likely to be used increasingly for letterpress.

It was his opinion that letterpress, particularly rotary, "is on the fringe of an era of development which will break completely with tradition and promise much in the lowering of production costs."

He prefaced this statement with reviews of platemaking developments of great importance to letterpress printers. Among these he cited the Du Pont photosensitive plastic material "which yields high-quality letterpress printing plates good for several hundred thousand impressions." He also referred to Time, Inc. as combining photosensitive nylon with film setting. "Some pages of each *Time* issue are being printed from these plates," he said, "and their research staff believes it will be in a position to supply all plates for all their publications by this new process within 12 months."

Mr. Smith described the Fotosetter, Photon, Monophoto machines and the

Linofilm system. He told how the *Quincy* (Mass.) *Patriot Ledger* uses a combination of Photon and Filmo-type with Dow etching. Here he predicted that "in the not too distant future we shall undoubtedly see the rotary press designed exclusively for use with curved magnesium plates."

G. A. Smyth of the *London Times* reported an increasing number of newspapers turning to electronic engravings as a means of combating rising production costs. The *Times* was the first English newspaper to use electronically-engraved

plates. He described the Vario Klischograph machine which enlarges and reduces from positive reflection copy such as ordinary newspaper bromide prints.

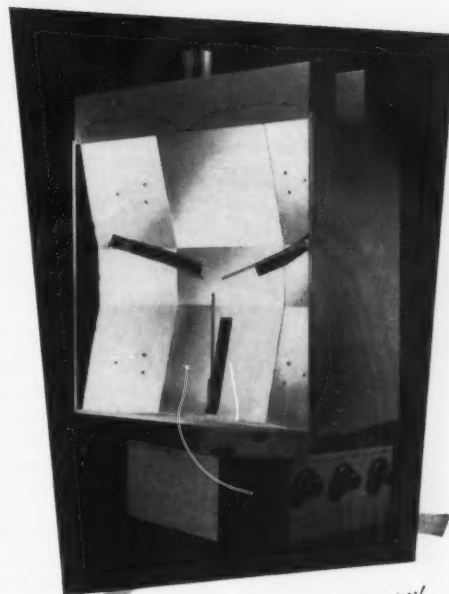
G. A. Gordon of Patra dealt with the Klischograph and Fairchild Scan-A-Graver production of stereos from electronically-engraved plates.

Newspaper run-of-paper color printing was detailed by G. Card of the Amalgamated Press with mention of pioneer work and significant contributions made by the *Milwaukee Journal*.

Announcing the New **GRAFARC** **TRI-POWER** **ARC PRINTING LAMP**

*A Radical Departure from the Single Phase,
Two-Electrode Arc Lamps!*

- Operates from standard, 3-phase supply service.
- Burns a trim of three 9mm x 12" copper coated White Flame carbons to produce a stable single arc light source which reduces any tendency for dot under-cutting.
- Delivers three times the usable light output possible with 140 ampere Grafarc lamps. Exposure time can thus be cut to one third. Any attempt to produce such increase in light intensity with single phase or dual single phase arcs would require expensive feeder service and switch gear, and still unbalance the whole three-phase shop system. The electrical loading throughout all three phases is evenly distributed with the Tri-Power.
- Utmost light uniformity with intense illumination of printing frames 50" x 70" and larger.
- When the lamp is energized, a rugged dual function motor instantly advances the carbons, strikes the arc, which quickly settles down, backs up the carbons to establish the correct arc gap length, and then steadily feeds the carbons at a rate which maintains the proper gap throughout the 2 1/2 hour burning of the trim. The motor action is sensitive to both current and voltage conditions at the arc, and automatically compensates for any variables in the burning rate of the carbons. Ample motor size insures reliable drive of the carbon feeding mechanism at all times.
- Indicating meter on the transformer is used in conjunction with convenient tap-changing switches and permits accurate compensation for line voltage changes.
- New finger-tip control automatically separates the carbon holders to their full expanded length for insertion of a new carbon trim. The need of a clutch and manual return is eliminated.
- Lamp and long life glass insulated type transformers comprise one compact easily portable unit.
- The lamp has provision for exhausting gases by a blower which is optional equipment.
- Lamp may be rotated 360°.
- Easy adjustment of lamp height.
- Ball bearing type lead screw and linear action ball bushing.
- Quick-connect terminal panel for three phase line connections.



Send for literature and prices!

THE STRONG ELECTRIC CORPORATION

57 City Park Avenue • Toledo 1, Ohio

Please send literature and prices on the Grafarc Tri-Power Arc Printing Lamp.

NAME _____
FIRM _____
STREET _____
CITY _____
STATE _____

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



Advertising Art Show Slated For March Showing in New York

Thomas P. Noble, chairman of the Advertising Trades Institute, has announced March 4-6 as the dates for the Second Annual Advertising Art and Modern Reproduction Show at Hotel Biltmore, New York City. More than 60 exhibitors are expected to display products and services including reproduction methods, photo-lettering, typography, art, color transparencies, engraving, charts, presentations and duplicators.

Visual Discoveries, Inc. will display a new collection of reproducible early advertising art. Last year's show attracted 6,720 graphic arts buyers. Admission is by guest ticket only. Tickets may be obtained by writing on business letterheads to Mr. Noble at the Institute, 135 E. 39th St., New York 16.

Kidder Press Co. Demonstrates New Four-Color Flexographic Press

A five-day, full-scale demonstration of a four-color flexographic press manufactured by Kidder Press Co., Dover, N.H., was attended by a large number of persons in the paper-converting industry last month. For a production run the press was set up on the floor of the Kidder plant. Visitors came from as far away as Mobile, Ala., Dallas, Tex. and Vancouver, B.C.

The Kidder Heavy Duty Flexoprinter, running at the rate of 750 feet per minute during the full-scale production run, was primarily designed to print paper for multiwall bags for the Equitable Bag Co.

The new flexographic press is a heavy-duty type, four-color, 65 inches wide, with extended cylinder range of 18½ inches to 67 inches. It is equipped with a Kidder constant tension unwind stand with a hydraulic roll lifter. The rewinder is a drum or surface type, with a variable speed device between the two drums.

IAES Names Dates, Parley Site

The International Association of Electrotypers and Stereotypers has announced April 14-15 as the time and Cleveland's Carter Hotel as the place for its Spring Technical Conference and Exhibition for 1958.

PIA Business Forms Group To Hold Chicago Meeting

The Rotary Business Forms Section of Printing Industry of America is scheduled to hold a four-day meeting March 18-21 at the Edgewater Beach Hotel in Chicago. Section officers have planned a program of "down-to-earth" discussions on production, finance, and new developments.

"Live" exhibits of equipment and machinery in use in the rotary business forms industry will be a feature of the meeting.

PIA's Rotary Business Forms Section for the past several years has been developing materials which are now available for its member plants. Explanations of how these new services may be utilized will be offered during the meetings.

The business sessions will deal with a "careful measurement of work output related to the establishment of sound estimating procedures and the proper utilization of personnel," according to officers of RBF planning the program.

PIA Announces 1958 Meetings With Free Executive Calendar

Printing Industry of America, Inc., has issued an "Executive Calendar for 1958" as an announcement of a series of 12 or more national meetings designed to bring its member firms up to date in many areas of management and product development.

The series of meetings includes four national professional conferences and six national meetings of special product and press groups. The calendar does not have on it numerous regional meetings scheduled from time to time by PIA's two industrial relations sections. The announcement contains details of the association's annual convention and its spring board of directors and local managers' meetings.

The new PIA calendar is printed in two colors and has four 8½x11 pages. At the top of page one is a 12-month calendar with meeting dates printed in red. Copies of the calendar are available from PIA headquarters, 5728 Connecticut Ave., N.W., Washington 15, D.C.

Packaging Materials, Equipment Clinic Slated for March 17-19

The American Management Association has dated a flexible packaging materials and equipment clinic for March 17-19 in Chicago. Slated for New York City from February to June is a series of small-group meetings covering various phases of packaging. One meeting will deal with training and appraisal programs for operators, supervisors and mechanics. Close to 40,000 executives are expected to take part in the association's spring program. It lists some 400 seminars in ten fields of management, 19 national conferences and 106 units of seven continuing courses.



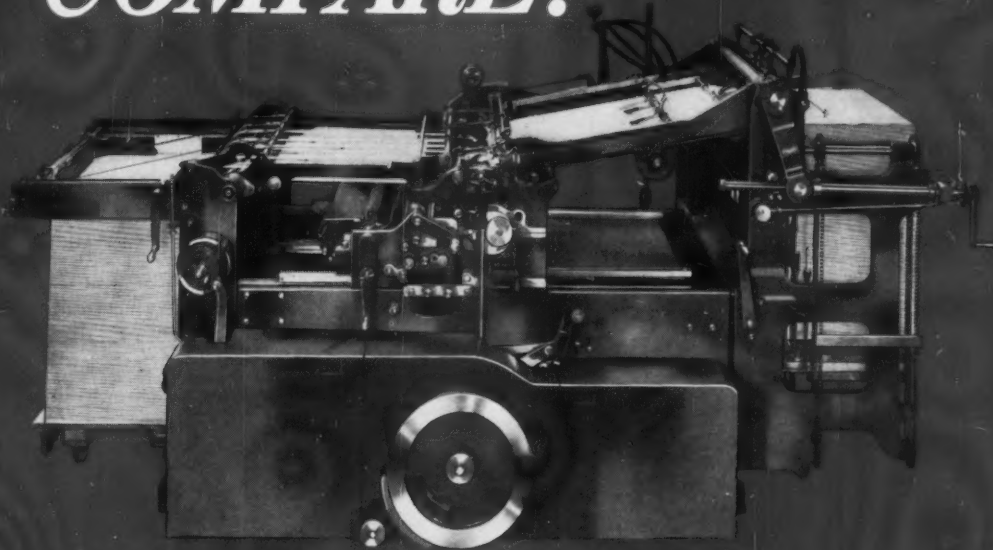
better results... ...with **shorter exposure time!**

A pin-up girl's frame looks best when exposed "just so." Printing frames, too. This means uniform light coverage, color temperature, and intensity. A nuArc HI-LITE Arc Lamp gives you all three. Burns steadily, with none of a conventional arc's fluctuations. Clean, crisp light assures perfect dot structure and line definition. Patented carbon arc lamp restrikes automatically at timed intervals. No bouncing or sputtering. Efficient, low in cost, economical to operate. 30-Day Free Trial. Contact your dealer, or write for bulletin 600A.

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General Office and Factory:
824 S. Western Ave., Chicago 12, Ill.

EASTERN SALES AND SERVICE: 215 FOURTH AVENUE, NEW YORK, N. Y.

COMPARE!



MILLER 21 x 28 SW LETTERPRESS

Here is the world's highest producing medium size letterpress—the Miller 21 x 28 SW Single-Color.* Study the following features and then compare them with any competitive press.

- Large 40" feeder and 34" delivery capacity coupled with reloading feeder reduces number of stops.
- Simple, positive control, swing-back feeder with a minimum of adjustments.
- Speeds up to 5000 I.P.H.
- Time-tested, effortless harmonic two-revolution bed driving mechanism.
- High impression strength and full accessibility.
- Heaviest Machine in its size—nearly a ton heavier than comparable presses.

Write for complete details—or better still, let a Miller representative tell you all about this outstanding press.

*Companion to famous Miller TW Two-Color



MILLER PRINTING MACHINERY CO.

1115 Reedsdale Street, Pittsburgh 33, Pa.

MILLER PRINTING MACHINERY CO. OF CANADA LIMITED
730 Bay St., Toronto 2, Ontario

TapeMark Co., Printer-Converter, Buys Thomco of San Francisco

TapeMark Co. of St. Paul, Minn., has purchased the Thomco Manufacturing Co., San Francisco, which provides TapeMark, a printer-converter firm, with rotary printing equipment, patterns and other specialized printing facilities in addition to patents on printing presses used for printing pressure-sensitive tapes and plastic films.

Robert C. Klas, TapeMark president, stated that "serious consideration is being given to commercial production of a new type of roll printing press." TapeMark Co. prints or combines pressure-sensitive

tapes, plastic films and foils on special order for industrial plants and retail stores for use in package wrapping and as labels or markers.

Approve New Champion Building

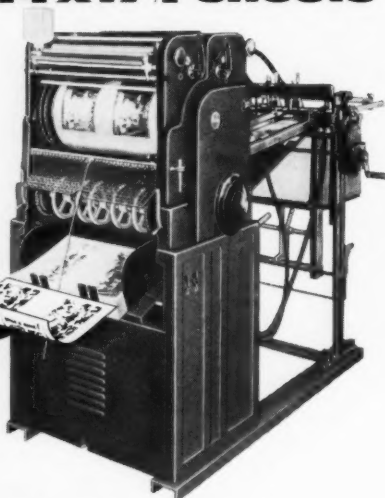
The board of directors of the Champion Paper and Fibre Co., Hamilton, Ohio, has approved construction of a new general office building. The structure will house all departments of the company's old general offices and three other locations in Hamilton. Champion officials said construction would begin as soon as plans are ready and the building would require about two years to complete.

Run 2-up on 14"x17 1/2" sheets

**and Print
both sides
at once!**

Seeing's believin'...
make us prove our claims!

**Davidson
Dual-Lith**



model 233 The big sheet size of Davidson Dual-Lith Model 233 — combined with Davidson's patented 2-Cylinder Principle — is putting many a printer way out in front of his competitors. This rugged *production* machine prints **BOTH** sides of ganged-up jobs *simultaneously*... delivers 10,800 impressions per hour at normal operating speeds! On 8 1/2" x 11" jobs printed two-up and on both sides, the runs are off in one-quarter of normal running time. On smaller page sizes, you can gang up as many units as you want within the big 13" x 17" form area — even add a special segment for a full 14" x 17" printing area!

For conventional offset, Model 233 provides clear, sharp reproduction of line and halftone work... superior coverage of large-area solids... sparkling multi-color reproduction in hairline register. And Davidson's unique 2-Cylinder Principle with removable segments gives you a choice of 8 quality printing methods on **ONE** machine — lets you select the best process for the job at hand!



DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
29 RYERSON STREET, BROOKLYN 5, NEW YORK
Branches in all principal cities and Canada

See a demonstration...

Headings in ProType • Text in Linotype

IP2-B

DAVIDSON CORPORATION
29 Ryerson Street, Brooklyn 5, N. Y.

☐ Arrange Model 233 demonstration
☐ Send literature

Name _____
Firm _____
Street _____ Zone _____ State _____
City _____



CONVENTIONS WHAT - WHERE - WHEN

FEBRUARY

American Paper & Pulp Association, annual convention, Waldorf-Astoria Hotel, New York City, Feb. 17-20.

Technical Association of Pulp & Paper Industry, annual meeting, Commodore Hotel, New York City, Feb. 17-20.

Northwest Mechanical Conference, Radisson Hotel, Minneapolis, Feb. 22-24.

Gravure Technical Association, annual convention, Commodore Hotel, New York City, Feb. 26-28.

American Newspaper Publishers Association Research Institute, conference for newspaper management, Johns Hopkins University, Baltimore, Feb. 27-28.

Screen Process Printing Association, annual management conference, Penn-Sheraton Hotel, Pittsburgh, Feb. 28-March 1.

MARCH

Printing Industry of America Trade Binders Section, Statler Hotel, Detroit, March 1-2.

Southern Newspaper Publishers' Association (Western Div.), Mechanical Conference, Hotel Mayo, Tulsa, Okla., March 2-4.

Advertising Trades Institute, Annual Advertising Art and Modern Reproduction Show, Hotel Biltmore, New York City, March 4-6.

Printing Industry of America Sales Managers Seminar, Edgewater Beach Hotel, Chicago, March 10-12.

Printing Industry of America Sales Management Conference, Edgewater Beach Hotel, Chicago, March 13-14.

Mid-Atlantic Newspaper Mechanical Conference, Penn-Sheraton Hotel, Pittsburgh, March 13-15.

Printing Industry of America Rotary Business Forms Section, Edgewater Beach Hotel, Chicago, March 18-21.

Folding Paper Box Association of America, Waldorf-Astoria Hotel, New York City, March 19-21.

International Typographic Composition Association, management conference, Hotel Miramar, Miami, Fla., March 21-22.

Packaging Machinery Manufacturers Institute, technical session, Convention Hall, Atlantic City, N.J., March 24-26.

Packaging Machinery Manufacturers Institute, biannual packaging machinery and materials exposition, Convention Hall, Atlantic City, N.J., March 25-28.

National Paper Trade Association, annual meeting, Waldorf-Astoria Hotel, New York City, March 31-April 2.

APRIL

Art Directors Club, Annual Exhibition of Advertising and Editorial Art, Waldorf-Astoria Hotel, New York City, April 1-10.

Visual Communications Conference, Waldorf-Astoria Hotel, New York City, April 2-3.

Society of Typographic Arts, Design in Chicago printing exhibition, Art Institute, Chicago, April 11-May 18.

International Association of Printing House Craftsmen, Sixth District Convention, Plankinton House, Milwaukee, April 12.

International Association of Electrotypers & Stereotypers, spring technical conference and exhibition, Hotel Carter, Cleveland, April 14-15.

Point-of-Purchase Advertising Institute, annual symposium and exhibition, Sheraton-Astor Hotel, New York City, April 15-17.

International Association of Printing House Craftsmen, 12th District Conference, Surf Rider Inn, Santa Monica, Calif., April 19.

Art Directors Club of New York, International Typographic Design Seminar, Silvermine Guild of Artists offices, Silvermine, Conn., April 26.

Printing Industry of San Antonio, annual Texas conference of printing management problems, Gunter Hotel, San Antonio, Tex., April 26-27.

Lithographers National Association, annual convention, Arizona-Biltmore Hotel, Phoenix, Ariz., April 28-May 1.

Printing Products Show To Tour Ten Major Cities

Print-O-Rama, a new printing products trade show sponsored by Minnesota Mining and Manufacturing company, will visit the nation's ten leading printing centers between March 4 and March 18.

The purpose of the traveling show, according to the company, is to introduce a number of new printing products to the trade.

Two Print-O-Rama teams will leave St. Paul, one covering the eastern states, the other visiting the western states, in order that printers, lithographers, and others in the graphic arts industry may see the new products as soon as possible.

A new product from 3M research laboratories will be a new contractable dampening roller and disposable sleeve for lithography.

Other new products which will be demonstrated at the show will be a positive plate, an image developer for negative plates, a plate cleaner, and a plate treating system for letterpress.

Press demonstrations will be made with the new plates and dampening system. The show will run for one day only in each of the following cities beginning at 2 p.m. and closing at 9 p.m.:

Tuesday, March 4, Mosaic Room, New Yorker Hotel, New York City, and Concert Room, Sheraton-Palace Hotel, San Francisco.

Friday, March 7, Venetian Room, Sheraton Plaza Hotel, Boston, and Wilshire Room, Statler Hotel, Los Angeles.

Tuesday, March 11, Hall of Flags, Sheraton Hotel, Philadelphia.

Wednesday, March 12, Lounge Room, Baker Hotel, Dallas.

Friday, March 14, Euclid Ballroom, Statler Hotel, Cleveland, and Regency Room, Chase Park Plaza Hotel, St. Louis.

Tuesday, March 18, Rockwood Room, Sinton Hotel, Cincinnati, and Exhibit Hall, Morrison Hotel, Chicago.

U.S. World Trade Fair Slated For May Showing

Printing materials, office equipment and business machines comprise one of the seven new groups of products due for display at the United States World Trade Fair May 7-17 in New York City's Coliseum. Forty-three nations participated officially in the first fair last year. More than 700,000 visitors including 127,780 buyers from all parts of the world viewed 3,000 exhibits showing products and raw materials from 60 countries.

Since the fair is designed primarily for the transaction of volume business, public attendance will be limited to specific times on certain days. For further information address United States World Trade Fair, 331 Madison Ave., New York.

Ludlow Paper Co. Uses Electronic Device for Gummed Paper Accuracy

The Fine Papers Division of Ludlow Papers, Inc., Brookfield, Mass., is using an electronic device which is said to insure absolute uniformity of glue film on M-J Guaranteed Flat Gummed Papers.

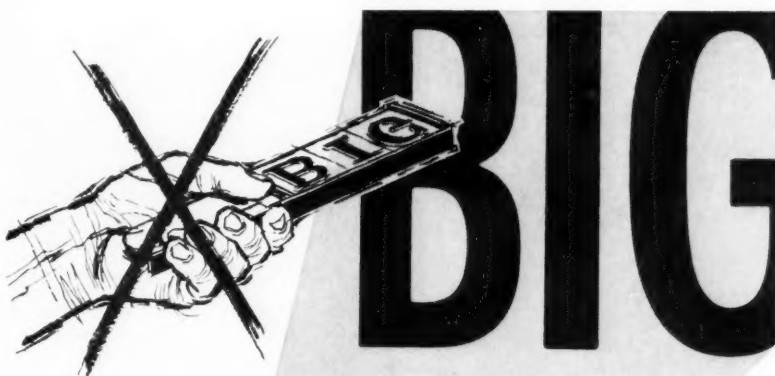
AccuRay, made by Industrial Nuclear, Inc., is a beta-gauge automatic control mechanism that works on the X-Ray and density principle. One gauge at the unwind end of the gumming machine measures the density of the paper without the glue film and coordinates gumming with the findings of another gauge at the wind-up end. The latter gauge scans the

sheet of stock, detects and automatically corrects any minute variance of glue film.

A folder detailing AccuRay functions is available to printing, paper merchant and packaging personnel who write to Ludlow on their company letterheads.

R. W. Johnson Joins DMAA

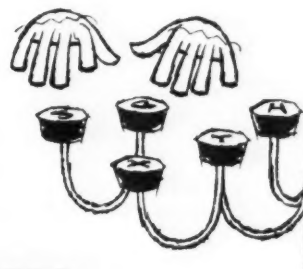
The Direct Mail Advertising Association now has a consultant in Washington, D.C. He is Robert W. Johnson, former chief counsel and staff member of the Senate Post Office Committee. As a partner in the Arvin, Johnson and Arvin law firm, Wichita, Kan., he maintains Washington offices at 1329 18th St., N.W.



The Intertype Fotosetter provides a fast and economical way to set large display type.

The next time you have a job requiring big type let Warwick demonstrate the impressive savings in time and money that is possible by using this modern method of typesetting.

This is twelve point, the basic size used to Fotoset on a keyboard up to 480 characters a minute. We then blow it up to whatever size required. BIG type is simple and inexpensive.



WARWICK TYPOGRAPHERS inc

920 Washington Ave. • St. Louis 1, Mo.
Phone CEntral 1-9210

Meredith Expansion, Modernization Plan Started

(Concluded from page 47)
sible. With the exception of the roll storage and pressroom areas, which have 40-foot ceilings, walls will be 28 feet high. All major plumbing and electrical apparatus will be on balconies, for greater ease of movement underneath. Electronic press controls are located on the balcony above and around the pressroom. According to Meredith manufacturing executives, the most visible advantage of the new plant design is that production will be a complete single-floor operation,

in contrast to the four-floor operation in the present plant.

Meredith engineers have spent the past three months working out equipment placement and materials handling plans for the new plant on a quarter-inch, three-dimensional scale model of the entire building. This model, built by Visual Plant Layouts, Inc., is believed to be the first entire plant model to be used for a magazine and book publishing firm of this size. Incorporating more than 13,500 pieces of miniature equipment built to

exact scale, the model illustrates the plant as it will be when fully occupied.

With this model, engineers and department heads at Meredith can visualize production and other plant problems. Company executives report that savings of 50 to 75 per cent of planning time are now evident from the use of this three-dimensional technique. The scale model will be transferred to the new plant, and will be kept up to date by Meredith's industrial engineering department. When changes need to be made, they can be worked out first on the model to save time and money. To make blueprints of the plant, the company reproduces the model by means of a film-grid system on the same scale as the model, in which adhesive-backed templates of each piece of equipment may be arranged on a floor plan and reproduced.

First equipment to be installed in the new plant will be two new Goss double six-color, 56-page magazine presses. After these are installed, the 32 presses already owned by the company will be moved to the new plant.

Meredith will maintain a split operation until all production equipment is transferred to the new plant. Construction of the plant will be finished this year. Occupancy of the remainder of the building will begin some time this fall as construction work is being finished, and will be completed by midsummer, 1960.

Printing Scholarships Awarded To Carnegie Tech Students

The Reinhold-Gould Scholarship Award given annually to college graduate students in the School of Printing Management at Carnegie Institute of Technology is again shared by two students, both of whom earned highest scholastic ratings for three semesters prior to their graduation.

Theodore J. Fleming and Remington A. Johnston come from printing families. Fleming earned his A.B. at Knox College, Galesburg, Ill. He is completing his military service before joining his father in the Fleming-Potter Printing Co. plant, Peoria, Ill.

Johnston, a B.S. graduate of Wabash College in Crawfordsville, Ind., is also serving in the armed forces and has his sights set on joining his father's business, Rem. Johnston Printing Co., Bluffton, Ind.

Hano Co. Builds Addition

An addition to the Philip Hano Co. plant at Mount Olive, Ill., is under construction to allow an expansion of 20,000 square feet of floor space. Press and bindery equipment for the company's business systems manufacture will be housed in the new space. The plant size will be tripled by this addition.

DOUBLE YOUR PRODUCTION



**NOW! 4-COLOR Printing in 1/2
the usual press running time!**

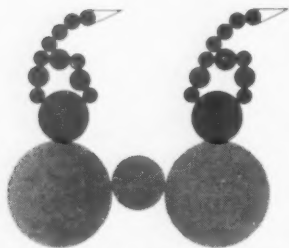


Diagram shows WPM Color Units mounted in position over cylinders of Miehle 2-color press.

WESTERN PRINTING MACHINERY Color Units added to Standard Miehle 2-color letterpresses give you 4-color printing at the cost of 2-color running time. In a year your savings are impressive.

WPM Color Units are self-contained printing units, permanently installed on and synchronized with the printing press, converting a 2-color press into a 3 or 4-color press.

Let WPM engineers show YOU how you can **DOUBLE YOUR PRODUCTION** by printing 4 colors on a 2-color press in **ONE OPERATION**.

WESTERN PRINTING MACHINERY CO.

3519 N. Spaulding Ave. • CHICAGO 18, ILL.

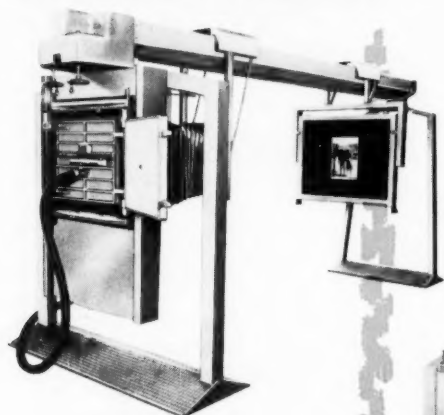
Manufacturers of Color Units for Miehle Flatbed presses Converters of FLATBEDS to ROTARY and HONEYCOMB PLATE CYLINDERS



Teamed for PROFIT . . . WPM Color Units and Miehle Presses

LANSTON OFFSET EQUIPMENT

time savers
and moneymakers in any
offset plant . . . **LOW IN COST** . . .
HIGH IN EFFICIENCY



THE LANSTON

Camera

The originator of the now widely copied precision overhead camera offers the first low priced overhead production camera. It handles photographic requirements economically, speedily and accurately. Compact in design, rugged aluminum and steel construction and easy to operate. Features ground glass in swinging frame, all metal, manifold operated vacuum film holder, complete dark-room operation, handles film up to 18 x 22", glass covered pressure type copyboard . . . all for the basic price of \$2950.00.

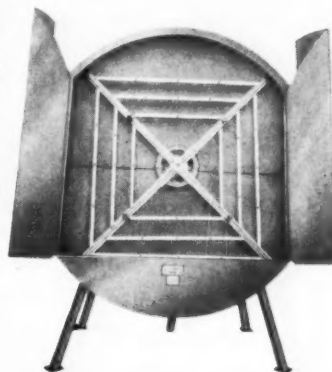
LANSTON *Magnastep* STEP AND REPEAT MACHINE . . .



A new, improved, rugged aluminum and steel vacuum printing frame—equipped with a step and repeat attachment—to speed up the production of press plates up to 32 x 41". Economical, fast, accurate placing of image on plate without costly masking and registration. All controls conveniently located at operator's finger tips. Magnastep can also be used for multi-color production. Basic price \$2950.

NEW, IMPROVED LANSTON VERTICAL PLATE COATING MACHINE

Requires an average of 38% less floor space than horizontal type whirlers. Employs radically new air drying system—thermostatically controlled with completely enclosed variable speed drive unit, speed regulated by Tachometer. New, improved method of mounting and clamping plates and glass. Available in 3 sizes (special larger sizes on request) . . . in tank diameters of 68", 85" and 112" at \$1600, \$1950, and \$2450.



LANSTON MONOTYPE COMPANY

A DIVISION OF LANSTON INDUSTRIES INCORPORATED

24th & Locust Streets

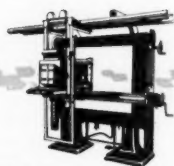
Philadelphia 1, Pa.

BRANCHES: Atlanta—Chicago—New York—Philadelphia

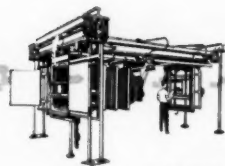
DISTRIBUTORS: Rocky Mountain: A. E. Heinsohn Inc., Denver, Col.

South America: Companhia Lanston Do Brazil, Rio De Janeiro

Chicago: Roberts & Porter, Inc.



STEP & REPEAT
MACHINE



MH OVERHEAD
CAMERA

TYPE SET IN MONOTYPE Century Expanded and 20th Century Series

LANSTON MONOTYPE COMPANY

(A Division of Lanston Industries Incorporated)
24th & Locust Streets, Philadelphia 1, Pa.

IP

Send new literature on the Lanston Camera ☐ Step & Repeat Machine ☐
MH Overhead Camera ☐ Vertical Plate-coating Machine ☐ Magnastep ☐

NAME.....

FIRM.....

ADDRESS.....

CITY.....STATE.....

PEOPLE IN THE NEWS

ALLEN J. CHAPE has been appointed the superintendent and plant production manager of Rockwood Press, Inc., Cincinnati, Ohio.

ALBERT J. DUPLACE, pressman, has retired from Forbes Lithograph Mfg. Co., Chelsea, Mass., after 50 years of service.

JAMES A. LEHMAN, also a pressman, has retired after 48 years with the company. MARY E. MORRIS, an inspector, has retired after 42 years, and THEODORE L. BICHY, maintenance man, has left after serving over 34 years.

JOHN H. FREEMAN has been named a sales representative for the William G. Johnston Co., Pittsburgh.

THOMAS A. KILPATRICK and FRANK MCKEON have joined the sales staff of Rathbun & Bird Co., Inc., New York City, printing machinists.

EDWIN B. PARKES has been promoted to director of purchases for Rand McNally & Co., Skokie, Ill.



Edwin B. Parkes



Richard Chamberlin

RICHARD CHAMBERLIN has retired as secretary-treasurer of E. A. Merkle, Inc., Washington, D.C. GARWOOD CHAMBERLIN, his son, succeeds him as treasurer, and JOHN A. MCINTYRE is secretary.

ARCHIBALD NORMAN of Ad-Print has succeeded JULES CHAYT of Jaysee Advertising Display as president of the New York Chapter, Screen Process Printing Association, International. The vice-presidents are PAT CAVALLO of Pied Piper Press and SAM HERMAN of Empire State Displays. TED LEDERER of Paramount Displays is treasurer, DICK EVELETH of Masta Displays is secretary and VIRGINIA SEBASTIAN of Screen Process magazine is the executive secretary.

RICHARD T. HABEL who was vice-president and New York publication sales manager for Intaglio Service Corp., gravure engravers, has become vice-president and general publication sales manager directing sales policy for all areas centering in the company's New York, Chicago, Philadelphia and West Coast locations. CHARLES T. COX has succeeded Mr. Habel as manager of New York publication sales.

MAX E. KRAYE, formerly assistant director, succeeds EUGENE B. MIROVITCH, retired, as overseas sales director for Mergenthaler Linotype Co., Brooklyn.



Max E. Kraye



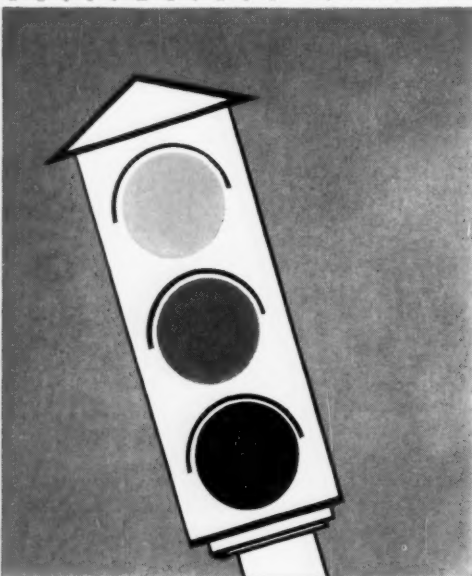
Freeman Tilden

FREEMAN TILDEN has been named advertising and sales promotion manager of Nashua Corp., Nashua, N. H.

J. S. MATHER, JR. succeeds GERALD H. MCGREEVY, retired, as director of sales for the Textileather division of General Tire & Rubber Co., Toledo, Ohio.

BREARLY E. NICHOLSON has succeeded RAYMOND D. TOURANGEAU, newly appointed Boston district manager, as Chicago district sales supervisor of Ansco, Binghamton, N.Y., photographic manufacturing division of General Aniline and

FLETCHER MANIFOLD



when color brilliance
really counts . . .

Choose this feather-light postage saving sheet—so carefully manufactured and surface-sized that even the 9-lb. weights can be run on offset or offset duplicating equipment as well as letterpress. Best for multicopy forms, statistical reports, rate books, inserts, mailing pieces. Made from 100% bleached chemical wood pulp in brilliant White, Blue, Canary Goldenrod, Green and Pink. Lightweight companion papers include Flecopake Bond, Alpenopake Bond, and Alpena Manifold. For sample booklet address Dept. 2.



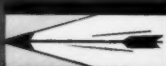
Titanium-Filled
for brilliant opacity

Surface-Sized
for easy runs

Minimum Grain stops
wrap-around in press

FLETCHER

FLETCHER PAPER CO., 20 N. Wacker, Chicago 6, Ill.



Film Corp. WILLIAM K. PEDERSEN has been promoted to advertising department manager.

LLOYD SCHILLER, sales executive of Arrow Press, Inc., New York City, has been named vice-president of the firm.

CLARENCE BRENNER has been named office manager of the St. Louis branch of American Type Founders Co., Inc. EDWARD A. DUPLESSIS has succeeded him as assistant office manager of the Chicago branch.

VIRGIL P. SCHROEDER has become assistant to the manager of Intertype Co.'s midwestern district office in Chicago.



Virgil P. Schroeder



Frank A. Winninger

FRANK A. WINNINGER has been appointed as the assistant sales manager of Gummed Products Co., Troy, Ohio, a subsidiary of St. Regis Paper Co.

W. KENNETH BREW is American Paper and Pulp Association's new assistant

executive secretary succeeding ROBERT E. O'CONNOR, who became executive secretary after E. W. TINKER died.

LOUIS A. SNYDER has been appointed vice-president and general manager of Caxton Press, Inc., Canton, Ohio.

GEORGE KING has joined the Baltimore area sales division of American Business Systems, Philadelphia.

ALLAN J. HUBER has been promoted to sales development manager, printing products division of Minnesota Mining & Manufacturing Co., St. Paul.

JOHN C. PETERSEN has been made vice-president of Albert D. Smith & Co., Inc., division of Joseph Bancroft & Sons Co., Chicago.

KENNETH W. GLAZEBROOK has been named manager of West Virginia Pulp and Paper Co.'s Philadelphia sales office.

GEORGE W. GRIFFIN has been elected executive vice-president in charge of marketing and a member of the firm of Hobson Miller Paper Co., New York City.

SPENCER E. PALMER has become first vice-president of Eastman Chemical Products, Inc., Eastman Kodak Co.'s marketing subsidiary for products made by the Tennessee and Texas divisions. DAVID C. WILLIAMS has been elected vice-president in charge of the plastics division and JAMES E. MAGOFFIN is vice-president of the chemicals division succeeding HENRY L. FORD, newly elected vice-president of Tennessee Eastman Co. E. C. CATHCART



S. E. Palmer D. C. Williams J. E. Magoffin

has been appointed sales manager of the plastics division. W. P. BUSSART has been transferred from the St. Louis office to Kingsport, Tenn., as assistant sales manager. GUY A. KIRTON has been promoted to sales manager of the chemicals division.

JAMES K. BROWN has become vice-president of research and development for Sam'l Bingham's Son Mfg. Co., Chicago.



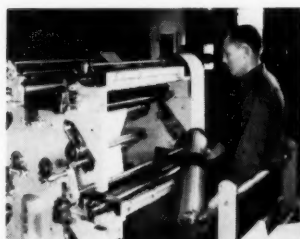
James K. Brown



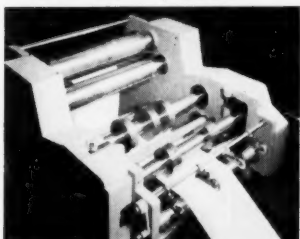
John H. Farr

JOHN H. FARR has been appointed regional sales manager in the midwest area

UNITED ROTARY PRESS

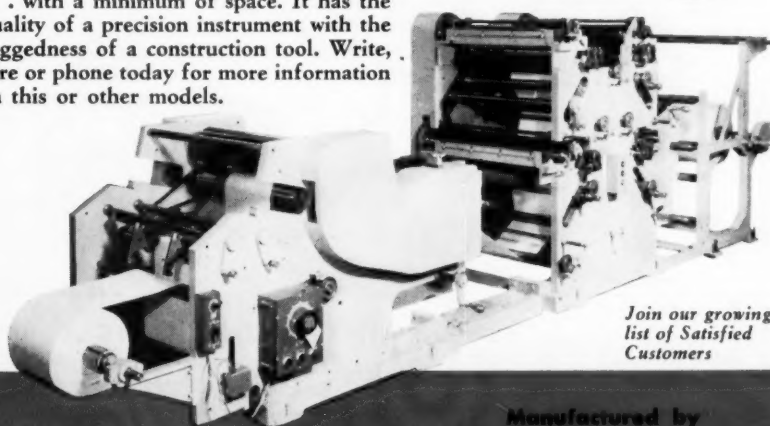
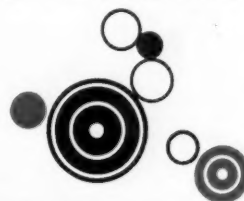


UNITED ROTARY PRESS has the exclusive patented Multi-Size cylinder. Easy changeover from 14" to 26" cylinders.



JOB CHANGE WITH EASE. Perforating and Punching very accessible for quick change-over and adjusting.

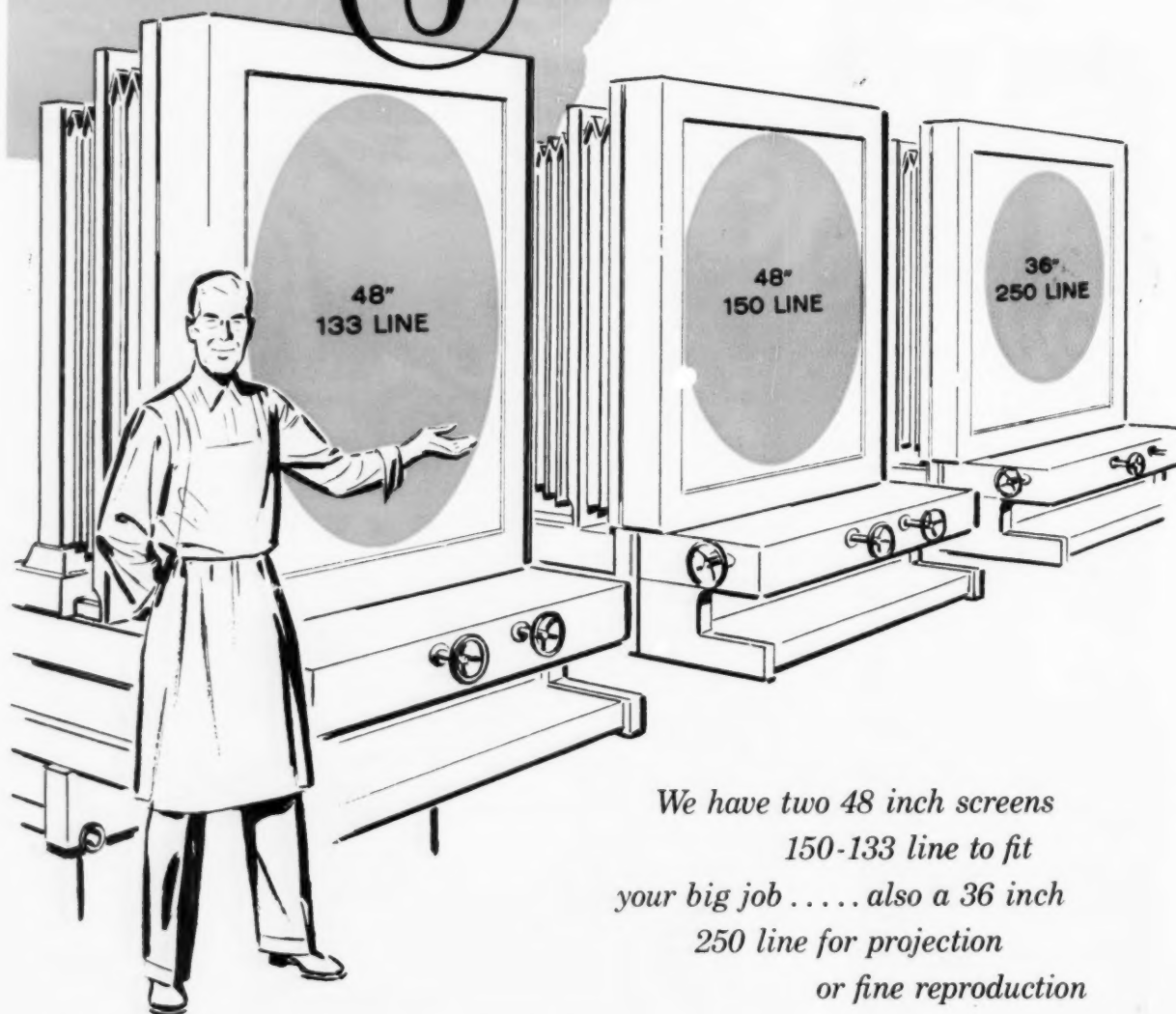
This web-fed rubber-plate press features speedy make-ready with easy accessibility to ink fountain and plate cylinder . . . high speed delivering up to 500 ft. per minute . . . and a paper in-feed control that assures infinite paper stress at any operating speed. The United Rotary Press gives you more production . . . at less cost . . . with a minimum of space. It has the quality of a precision instrument with the ruggedness of a construction tool. Write, wire or phone today for more information on this or other models.



Join our growing list of Satisfied Customers

Manufactured by
THE UNITED MACHINE COMPANY
5700 E. Belknap Terminal 8-2381
Fort Worth, Texas

3 big screens



*We have two 48 inch screens
150-133 line to fit
your big job also a 36 inch
250 line for projection
or fine reproduction*

A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

PROCESS COLOR PLATE COMPANY

1200 W. Monroe Street • Chicago 7, Illinois • Phone CHesapeake 3-2211

DAY
&
NIGHT

for Herbert Products, Inc., Woodhaven, N.Y.

CHARLES DE ZEMLER, JR. has been appointed sales manager in the New York City office of Eastern Corp., Bangor, Me.

GEORGE D. KENNEDY, previously president of Rowland Paper Co., Louisville, Ky., has joined Champion Paper and Fibre Co. as manager of its New York City sales office.



Dorothy and John Bennett

JOHN E. BENNETT, a New York Club of Printing House Craftsmen member who represents Mergenthaler Linotype's mid-town New York area, was the winner of the company's 1957 national sales contest. The award was a trip to Acapulco, Mexico, for Mr. Bennett and his wife Dorothy.

JOHN G. GLOVER has been appointed manager of sales for Tileston & Hollingsworth Co., Boston.

MORTON GASS has been named sales representative in Los Angeles County, Calif., for Ennis Tag and Salesbook Co. and American Carbon Paper Manufacturing Co., Ennis, Tex.



Morton Gass



Winthrop Endicott

WINTHROP ENDICOTT has succeeded J. BICKNELL LOCKHART, JR. as manager of Riegel Paper Corp., New York City, merchant and industrial sales. Mr. Lockhart, recently elected a vice-president, has become vice-president for administration. FREDERICK M. JENNINGS has been made secretary. WILLIAM RIEGEL, who was a product supervisor, has succeeded Mr. Endicott as product manager of packaging material sales.

ALFRED E. SOUTON, board chairman of Kalamazoo Vegetable Parchment Co., has been reelected president of the Waxed Paper Merchandising Council and chair-

man of its board of directors. GEORGE C. WIEMAN, Western-Waxide division of Crown Zellerbach Corp., Chicago, was reelected vice-president of the council and vice-chairman of the board. LOUIS A. FISHER, president of Fabricon Products, Chicago, and E. M. MCCOURT, Consolidated Water Power & Paper Co., Chicago, were reelected to the board. JAMES V. MELTON, Pollack Paper Corp., and HAROLD E. PIERCE, Marathon Corp., are on the executive committee.

DONALD C. AHRENS has been appointed sales manager of Paasché Airbrush Co., a division of Cline Electric Manufacturing Co., Chicago.



Donald C. Ahrens



William H. Nicholls

WILLIAM H. NICHOLLS has been appointed manager of the Boston office of Miehle Co., a division of Miehle-Goss-Dexter, Inc.

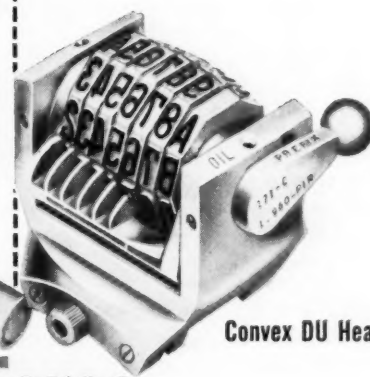
Keep the presses rolling on high-speed numbering

Force Rotary Heads...

set the pace in profitable form numbering on practically every type of rotary press today. These precision numbering heads keep up with the paper feed... click off the numbers steadily and accurately... keep the presses humming. Continuous production means more profits, particularly in high-speed web printing today. Force MH and DU Rotary Heads are available in straight or convex styles for printing across the web or along the web.



Straight MH Head



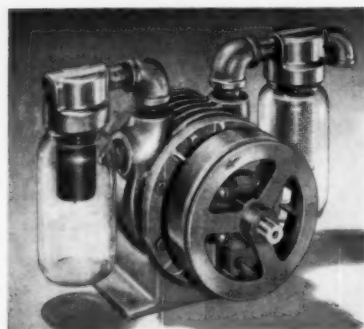
Convex DU Head

Force Rotary Heads

Write for Force Rotary Head Operating and Maintenance Manual.

WM. A. **FORCE** & CO., Incorporated
216 Nichols Ave.
Brooklyn 8, N. Y.

No lubrication . . . no oil mist with **GAST Oil-Less AIR PUMPS**



**Dependable rotary design has
self-lubricating carbon vanes**

YOU CAN FORGET pump oiling problems—if your equipment manufacturer has provided Gast Oil-less Air Pumps.

THEY RUN ENTIRELY *without oil* in the pumping chamber. Carbon rotor vanes lubricate themselves—through thousands of hours' use. Ball bearings are sealed in a separate compartment outside the air chamber—and greased for life.

THEY DELIVER AIR that's absolutely oil-free! Stock can't be contaminated with oil droplets. Use either—or both vacuum and pressure ports. No oilers or oil filters are needed.

PRECISION-BUILT for high performance and dependability. Pumps are available in sizes from 1/2 to 24 C.F.M., 3 to 10 lbs. pressure, 10 to 20 in. vacuum.

Engineers: Write for oil-less Bulletins 152A and VP-356.

GAST MANUFACTURING CORP.
P.O. Box 117-L. Benton Harbor, Michigan

GAST
ROTARY

"Air may be your answer!"

- AIR MOTORS TO 7 H.P.
- COMPRESSORS TO 30 P.S.I.
- VACUUM PUMPS TO 28 IN.

108

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

Linotype Teletypesetter Faces

A new brochure, "Linotype Teletypesetter Faces," shows 49 specimens grouped according to column widths for which they are designed. It demonstrates various uses of these faces, shows TTS keyboard diagrams and font schemes, and describes the features of Model 31 and Comet Linotypes equipped for TTS operation. Copies are available from Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5.

Davidson Dual-Lith Press Bulletin

Letterpress and imprinting on the Davidson Dual-Lith offset-letterpress machine are detailed in a new bulletin available from Davidson Corp., 29 Ryerson St., Brooklyn 5, N.Y. The bulletin describes the use of various relief plates and type, including rubber plates, curved electros, standard Linotype slugs and T-bottom type. The dual principle incorporating a plate impression cylinder twice the diameter of the blanket cylinder and designed for easy change from offset to letterpress reproduction is explained and illustrated. Letterpress and imprinting applications are listed.

Intertype Dual Duty Quadder

"The New Intertype Dual Duty Quadder" illustrates and describes the machine designed for automatic composition of white space. A list of features and operation details are included. The booklet may be obtained from Intertype Co., Division of Harris-Intertype Corp., 360 Furman St., Brooklyn 1, N.Y.

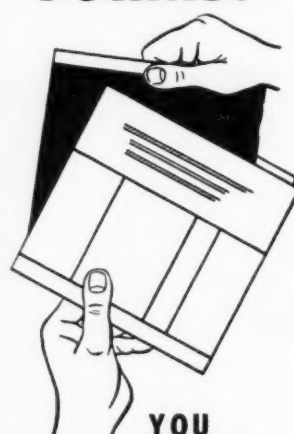
ATF Chief 24 Offset Press

The new ATF Chief 24, Model 1200 offset press, is described and illustrated in a folder available from American Type Founders Co., Elizabeth, N.J. Sheets up to 18x24 1/2 inches can be handled by the press. Special features are listed as fast stream feed, pull side guide, quick-change plate clamp, and others. Changeovers for different sizes and weights of stock can be made without tools.

Problems of Newsprint Industry

The problems facing the newsprint industry and the newspaper publishing field from the present to 1980 have been set forth in a booklet entitled, "Enough Paper for Tomorrow's News." The maturation and care of trees and their utilization for newsprint have been traced since 1917. Illustrations and graphs show how the expansion of the industry has paralleled

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United States economic growth. The booklet points out that with proper planning there should be enough newsprint to meet the needs of future years. Copies are available from Newsprint Information Committee, 150 E. 42nd St., New York 17.

No-Offset Equipment Catalog

"No-Ink-Offset Spray Equipment Catalog" No. 8 covers offset prevention units made by Paasché Airbrush Co. Illustrations and descriptions include information on fluid, powder and solution methods. A chart lists presses made by 22 manufacturers with the sizes, fluid units and powder units available for each. Catalogs may be obtained from Paasché Airbrush Co., Div. of Cline Electric Manufacturing Co., 1909 W. Diversey Pkwy., Chicago 14.

Prentiss Wire Products

A folder describing ferrous and non-ferrous wire and wire products for book-binding, packaging and other uses is "Prentiss Wire Products." A wire gauge table is included. Copies are available from H. K. Porter Co., Inc., Riverside-Alloy Metal Division, Riverside, N.J.

Robertson Tri-Color Cameras

The various models and accessories available with the 31-, 41- and 48-inch overhead Tri-Color cameras made by Robertson Photo-Mechanix, Inc., are described in an illustrated folder, Bulletin OH-102. Specifications for sizes, ranges, weights and dimensions are given. Copies may be obtained from the company at 7440 Lawrence Ave., Chicago 31, or from its dealers.

Filter-Separator Data File

Richmond Engineering Co., Seventh and Hospital Sts., Richmond, Va., is offering a file of data on the RECO 15-gpm filter-separator. Printing ink solvents are listed among the 49 industrial and commercial liquids which can be continuously cleaned by the unit.

Installation and dimensional data, attachments, and external details are illustrated. Included are specifications, construction features, effectiveness tests, and a synopsis of the theory of operation of the unit.

Ideas for Gummed Paper Uses

Suggested uses for "flat-as-a-pancake" gummed papers made by Brown-Bridge Mills, Inc., are shown in the firm's "Gummed Paper Idea Book Supplement." Poster and travel stickers and labels for address, caution and shipping are illustrated. Copies may be obtained from the firm at Troy, Ohio, or from its dealers.

Atlantic Opaque and Offset

A sample book in Eastern Corp.'s Clipper Ship series features ten fancy finishes

3 CASE HISTORIES IN TYPE

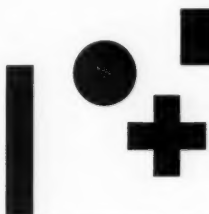
*set to specifications
set efficiently, economically
set without investment or manpower worries*



Case No. 1: Printer and Lithographer A found his Composing Room plagued by fluctuating workloads—inadequate in peaks, idle at times. Productivity ebbed; departmental profits were passé.
Happy solution: Turned all of his typesetting production problems over to a typesetting production specialist . . . an **ITCA*** member



Case No. 2: Ad Agency B required adherence to type specifications, maintenance of schedules and coordinated know-how in the handling of its type production and important related services.
Simple answer: Called in a typesetting production specialist able and ready to tailor services to client needs . . . an **ITCA** member



Case No. 3: Printer C, a progressive fellow, found his growing company faced with expensive Composing Room expansion, shortage of skilled manpower for new equipment, if purchased.
No dilemma here: Turned investment, manpower, type production worries over to a typesetting specialist . . . an **ITCA** member



*Today's type problems call for type specialists
For further information on members' services write to*

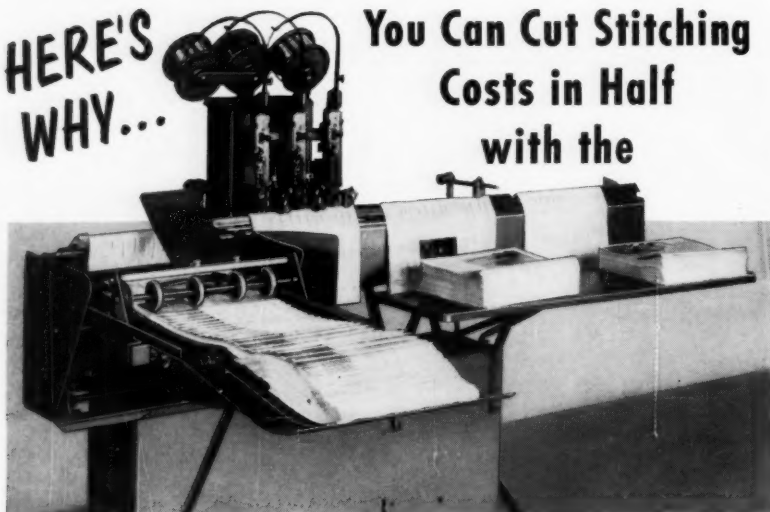
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WHY...

You Can Cut Stitching
Costs in Half
with the



Rosback AUTO-STITCHER

Hundreds of Rosback Auto-Stitcher users have proved that this machine is one of the greatest time-and-money savers ever installed in printing plant or bindery. As compared to hand-stitching, the Auto-Stitcher cuts saddle-stitching costs as much as 50%. Yet the equipment is so low in price that even the smallest plant can profit from it.

The basic Auto-Stitcher is the two-head machine with slide stacker delivery. This basic equipment provides automatic stitching at a minimum investment for the plant having short runs and only a few stitching jobs.

Accessory equipment may be purchased in the beginning or added in the future to increase the range of usefulness of the machine so that it will meet production requirements of printing plant or bindery of any size. (See list of accessories in right hand column.)

Completely equipped the Auto-Stitcher provides about the same pro-

duction capacity as a gang stitcher on jobs within its range. The Auto-Stitcher, however, requires much less floor space and sells at less than half the price of any gang stitcher. Where gang stitchers are now used, the Auto-Stitcher also pays its way because it saves tying up more costly equipment on small runs and one, two or three signature jobs.

Don't overlook the cost savings of the Rosback Auto-Stitcher. Ask your dealer or write us for full details.

SEVEN PROFIT-MAKING ACCESSORY ATTACHMENTS

1. Continuous Belt Delivery
2. Second Feeding Station
3. Back Feeding Table
4. Stagger Stitch Attachment
5. Third Stitcher Head Attachment
6. Small Booklet Hold-down
7. Automatic Counter

The Auto-Stitcher is fully protected by patent and patents pending.

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GANG STITCHERS AND PAPER PUNCHING MACHINES

in Atlantic opaque and Atlantic offset papers. The patterns shown are intended to stimulate design appearance and improve the printed piece. Copies may be obtained from the company at Bangor, Me.

History of American Printing

This year's issue of *Since 1852*, an annual institutional series published by Sorg Paper Co., Middletown, Ohio, is entitled "History of America's Printing Industry." Illustrations and reproductions of early printed works, famous printers' marks, and early and modern printing equipment are included. The historical notes take in colonial America, the pre-Revolutionary era, the post-Revolutionary era, the 19th century, and the present. Copies may be obtained from distributors for the Sorg Co.

K-C Offers New Movie

A movie illustrating some of the characteristics and applications of Texoprint plastic printing paper has been produced by Kimberly-Clark Corp. The 16mm film may be obtained at no charge for group showings by writing to the Texoprint Advertising Dept., Kimberly-Clark Corp., Neenah, Wis.

Powered Adjustable Ramps

The complete line of powered adjustable ramps for loading docks is described and illustrated in a brochure available from Rowe Methods, Inc., 2534 Detroit Ave., Cleveland 13. Nonfloating, manual floating and automatic floating models of the Adjust-A-Dock, a hydraulic dock leveling device with 10,000- to 20,000-pound capacity, are covered. A 40,000-pound capacity hydraulic leveling device called the Adjust-A-Truck is also described. Specifications and design and operating characteristics are included.

Aluminum-Ceramic-Lampholders

The Miskella Infra-Red Co., E. 73rd and Grand Ave., Cleveland 4, is offering a folder giving specifications, illustrations and other information on quartz aluminum-ceramic-lampholders. Single and multiple modular parabolic units are included as well as off-set panels, single narrow beam units and other items.

Letterhead Design Portfolio

Nearly 100 illustrations, ornaments and decorative rules and devices printed on gloss coated paper are contained in a letterhead design kit available from Byron Weston Co., Dalton, Mass., and distributors of Weston bond. The art work can be used for line plates for letterpress or incorporated in a paste-up for lithographic reproduction.

The designs are suitable for the average job printer producing letterheads for a variety of businesses. They can also be used as single or two-color designs for

calling cards, billheads and envelope corner cards.

Snoweave Text and Cover Stock

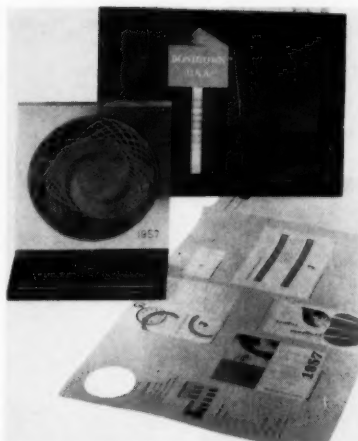
A portfolio showing the printability and embossing qualities of Snoweave paper is offered by Peninsular Paper Co., Ypsilanti, Mich. Sample swatches in various weights are included. Snoweave is a white stock with felt finish and is available in text and cover weights.

Transporter Stacker Trucks

Three bulletins from Automatic Transportation Co., 149 W. 87th St., Chicago, describe stacker model transporter trucks in 2,000-, 2,500-, and 3,000-pound capacities. The model numbers are WST-20, 25, and 30. The WST-20 can lift loads 135 inches high. Drawings, specifications and details are given.

Prize-Winning Sample Portfolio

"Bondtown, U.S.A.," a sample portfolio published by the Howard Paper Division of Howard Paper Mills, Inc., Dayton, Ohio, won the Medal Award in the recent annual exhibition of the Art Directors Club of Chicago. The work-book demonstrates effective use of bond paper for letterheads and other kinds of business printing. Copies are available from Howard Bond distributors.



Howard Paper Mill's "Bondtown, U.S.A." won Chicago Art Directors 1957 Club Medal Award

Stock Business Forms Catalog

Newport Business Forms Co., Inc., Box 976, Newport News, Va., has issued a 32-page stock business forms catalog illustrating and describing 45 sizes and styles. Products covered are one-time carbon sets, manifold and voucher books.

Towmotor Lift Truck Folder

Model 460 Towmotor lift truck available in gasoline, LP-gas, or diesel models, is described in a folder offered by Tow-

motor Corp., 1226 E. 152nd St., Cleveland 10. The truck has a load-carrying capacity of 4,000 pounds at 24-inch load center and can lift a capacity load nine feet in less than 15 seconds. Advantages are its compact size and maneuverability.

Chemco Photoproducts Export List

Chemco Photoproducts Co., Inc., Glen Cove, N.Y., has available upon request an "Export Price List." The firm's principal equipment and supplies for photoengraving, lithography, rotogravure, and general graphic arts use are listed. The prices are applicable only to export.

Safe Operation of Fork Trucks

A brochure of safety tips for operating fork lift trucks is offered by Lewis-Shepard Products, Inc., 125 Walnut St., Watertown 72, Mass. The booklet can be used as a guide for a fork truck driver training course and includes such topics as selecting operators, driving instructions, and maintenance responsibilities.

Hydraulic Hand Lift Trucks

A new line of hydraulic hand lift trucks is covered in Bulletin 572 from Barrett-Cravens Co., 628 Dundee Rd., Northbrook, Ill. Specifications and illustrations are given for models with 2,500-pound and 4,000-pound capacities in wide and narrow sizes.

Quality
features
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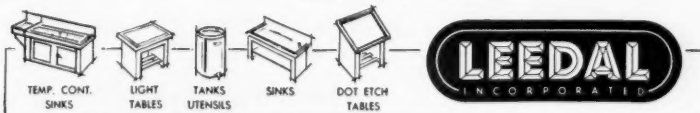
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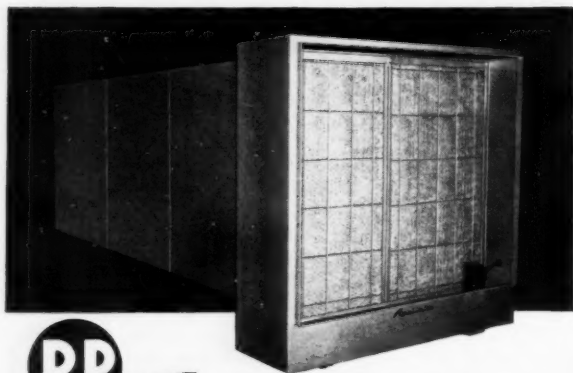
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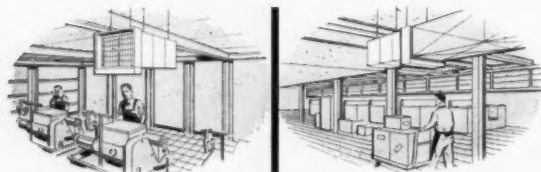
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AUTOMATIC HUMIDIFIER

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Important Features—**HIGH CAPACITY** (unit sizes up to 10 gallons per hour); **POSITIVE CONTROL** (introduces humidity as needed—only when needed without lag or over-run); **FLEXIBILITY** (for gas, steam or hot water heat source); **MINIMUM MAINTENANCE** (the only liming occurs on inexpensive, replaceable evaporating elements); **ISOTHERMAL OPERATION** (has no temperature effect on humidified air); **BACTERIA REMOVAL** (the Aprilaire's unique method of humidification provides an important plus feature—up to 70% of all bacteria in air stream passing through unit is removed).

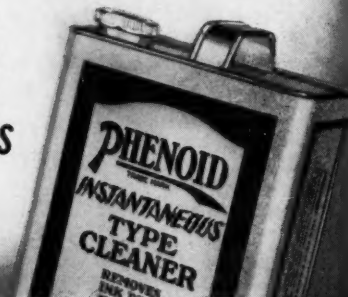
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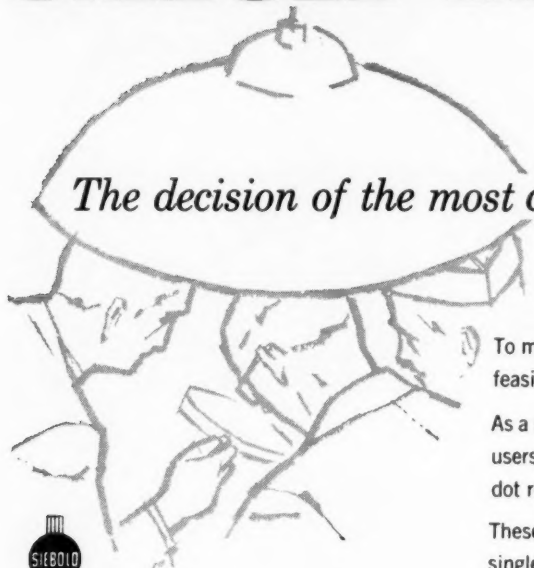
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To merit this distinction, Siebold Blankets have had to stand every feasible test imaginable.

As a result, they have been developed to a point where users can depend on minimum embossing or debossing and perfect dot reproduction.

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Since 1900



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NEW 39x52 . . . 68 "Gold-Mine"



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Buckle Folder for your 35 x 45 and 38 x
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New principles incorporated with modern en-
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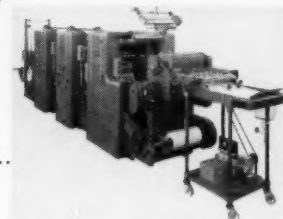
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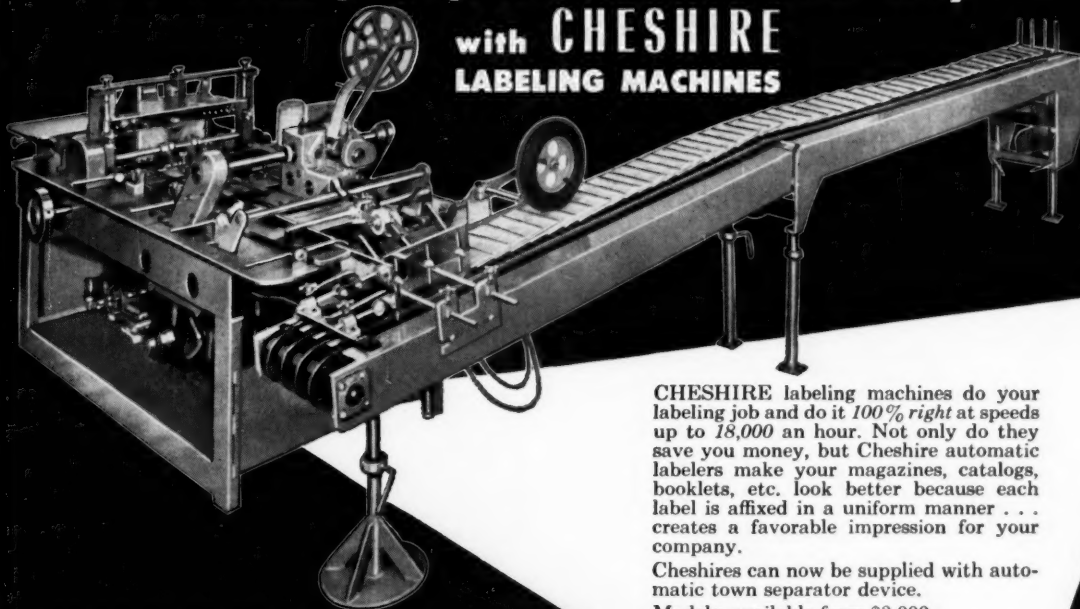
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\$3 A CAN • \$30 A DOZEN

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Precision ground to give an accuracy unequalled by other methods of machining
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McAdams amazing new Electronic, slot hole perforator is now built as an extension to the famous American T.F. 17½x22½" Offset Press. Both machines operate in exact unison performing both printing and slot hole perforating in one twin operation. Absolute registration of the perforating maintained and monitored electronically. Perforating can be made in one or both directions of the sheet. Limited stops and lifts can be made.

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ESTABLISHED 1842



Blatchford Metal salesman makes like economist

... plugs profit leak
for legal forms printer



"With the customers I have," roars Charlie, "who could get a thin dime more per thousand? And my costs are sky rocketing. Take type metal..."

"Go ahead, Charlie!" I say, "Take type metal. Take this wet dross I just picked out of your dross drum. Look at this chunk! It's loaded with good metal. That's money out of your pocket!"

"Matter of fact that's why I'm here," I went on, "maybe we can plug the leak."

Charlie and I pinpointed the trouble in a jiffy. I dunked my metal thermometer in the remelt pot and it read close to 900°. That was the tip-off. Charlie's new remelt man was pouring in too much heat.

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Blatchford for service



SEE PAGE 89, 90

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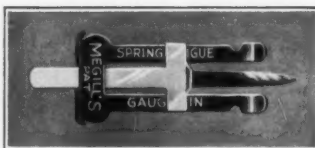
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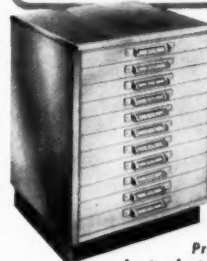
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The Inland Printer

Book Department
79 W. Monroe St.
Chicago 3, Ill.

THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ **UNKINDEST CUT OF ALL:** We've had one or two subscribers write and ask why we couldn't be more original with the title of this page and not steal the title of Dr. Bergen Evans' CBS program, "The Last Word." In order to stem the rising tide of such letters, we hasten to say that we adopted that title for this page away back in 1951, and we can't tell you offhand from whom we stole it, unless we lifted it from the yearbook at Ohio State University, to whose editor we suggested it away back in 1939 when we were publications adviser on that campus.

We had the pleasure of sitting beside Dr. Evans at a luncheon a couple of weeks ago, and at that time we told Dr. Evans we were threatening to sue him and CBS as well for having poached in our preserves. Always the master of words, Dr. Evans just grinned and said everything would be all right as long as we just "threatened to sue."

★ **THE CALIFORNIA JOB CASE** is back again. Friend of ours named George Rike, who works for Mergenthaler Linotype in Brooklyn, has just sent us one of his recent literary efforts, a confusedly enlightening study of the origin of the California job case, about which several subscribers have written us. To further confuse the issue, we offer his gem:

"The California job case wasn't really invented in South Dakota in 1616. It just seems that way. Nor was it, like practically everything else, invented by da Vinci—as far as we know, Leonardo da Vinci was never even in California.

"What then, is its origin?

"Writing in *Der Tag* (Eng. translation, *The Tag*), Bulgarian typographer, designer and dilettante Sir Hemsley Wormwedge Smudge-Smudge says, 'The California job case was invented by California Joe, American frontiersman and scout.'

"California Joe was a man of many gifts. He rose to the rank of chief scout to General Custer, but got so drunk (or 'pi-eyed') that he was demoted. In retaliation he invented the California job case.

"It's interesting to note the fate of Joe. He was shot in a private quarrel. Probably by a young printer.

"'Everybody assumes that job is pronounced as in job work, you see. Is wrong,' says Errol Dunderundblitzen, author of *The Autobiography of Benvenuto Cellini; A Medieval History of the United States During the Grant Administration; and 1929—No!*

"'Instead, job is pronounced *job*, from *Book of Job*. 'Why do the just suffer and the wicked flourish?' Is true, no? See triptych by Sangfroid Declare Delune, c. 1150, now on the wall of Piero della Francesca.'

"The Russian theory, as noted in the Soviet *Suns, Moons, Stars, Satellites, Spoofs, Sputniks and Shaggy Dogs*: 'It was invented by Kalifornia Josef, Russian frontiersman, scout to Major General Franz Kafka, and great and good friend of Catherine the Great.'

"Other popular theories:

"*The China Lobby*: the case came across the Pacific to San Francisco with a shipment of Oolong tea in the late 19th century.

"*The Arab League*: it's not California job case at all; it's really *Caliphifornia* job case after Caliph, Omar, Othman and Ali, successors to Sullivan, Roth and Ravioli. The Arabs have a case; however, since the Arab vote is practically nonexistent in this country, we can give this notion short shift.

"*The Syndicate, or Jesse James theory*: when Jesse said, 'Let's case that California job,' the newspapers garbled his words somewhat.

"New knowledge has been dug up by the technical publication, *Confidentially Sewers*: the job case originated with a group of unfrocked Franciscan monks working out of Lower California. They were seeking for a better way to print the labels for bootleg Benedictine.

"Final word on the subject goes to Emil Gorgonzola. In his monograph, *Goodbye to Printing, or Auf Wiedersehen Arriverdici*, he says merely, 'mystery surrounds the origin of the California job case.'

"It sure as hell does."

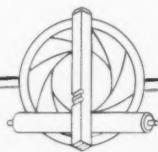
Mr. Rike printed the above explanation as a four-page 5x8-inch folder. On page four he offered the following credit information below an illustration of a bottle of aspirin:

"This folder was set from a California job case. The text type is 12 pt. Bulmer, the paper is paper and the cover illustration [presumably a California job case] is wrong. Printed at the AIGA Workshop, New York City, 1957."

You take the aspirin, George. We'll keep on trying until we find out how the California job case originated.

★ **YOU MAY NOTICE SOME TYPOGRAPHICAL ERRORS** in this issue of *THE INLAND PRINTER*. They were put in intentionally. *IP* tries to print something for everyone in the graphic arts, and some people (proofreaders) are always looking for mistakes.

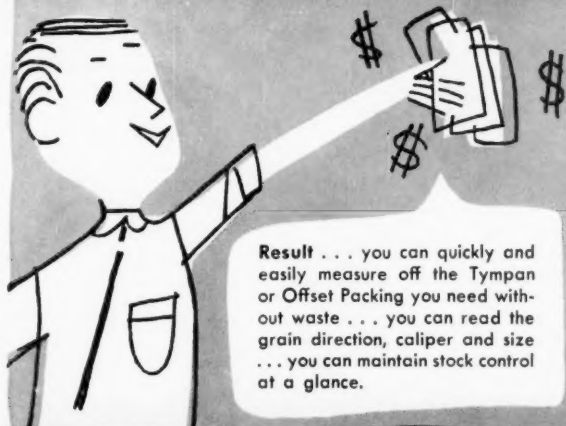
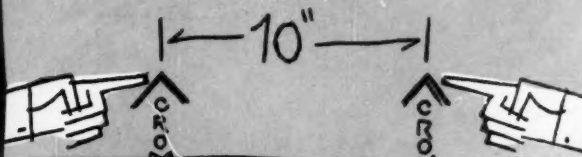
★ **STRAWBERRY RASH DEPT:** Floy Wynn, editor and publisher of the *Jal* (N.M.) *Record*, moved the newspaper offices out of her home when she discovered she was allergic to printer's ink.



How Cromwell

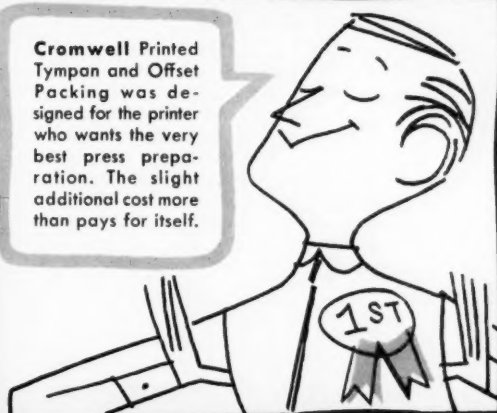
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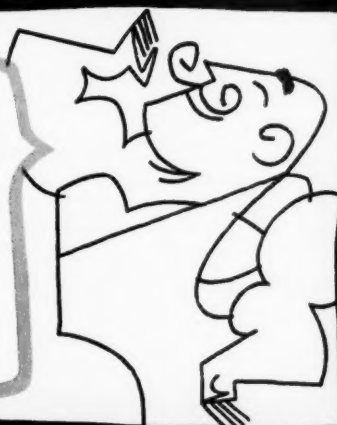


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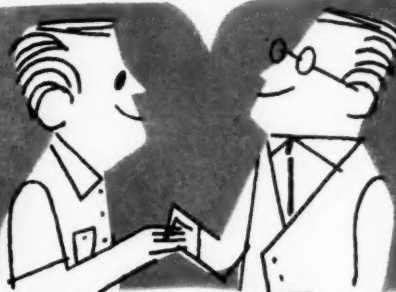
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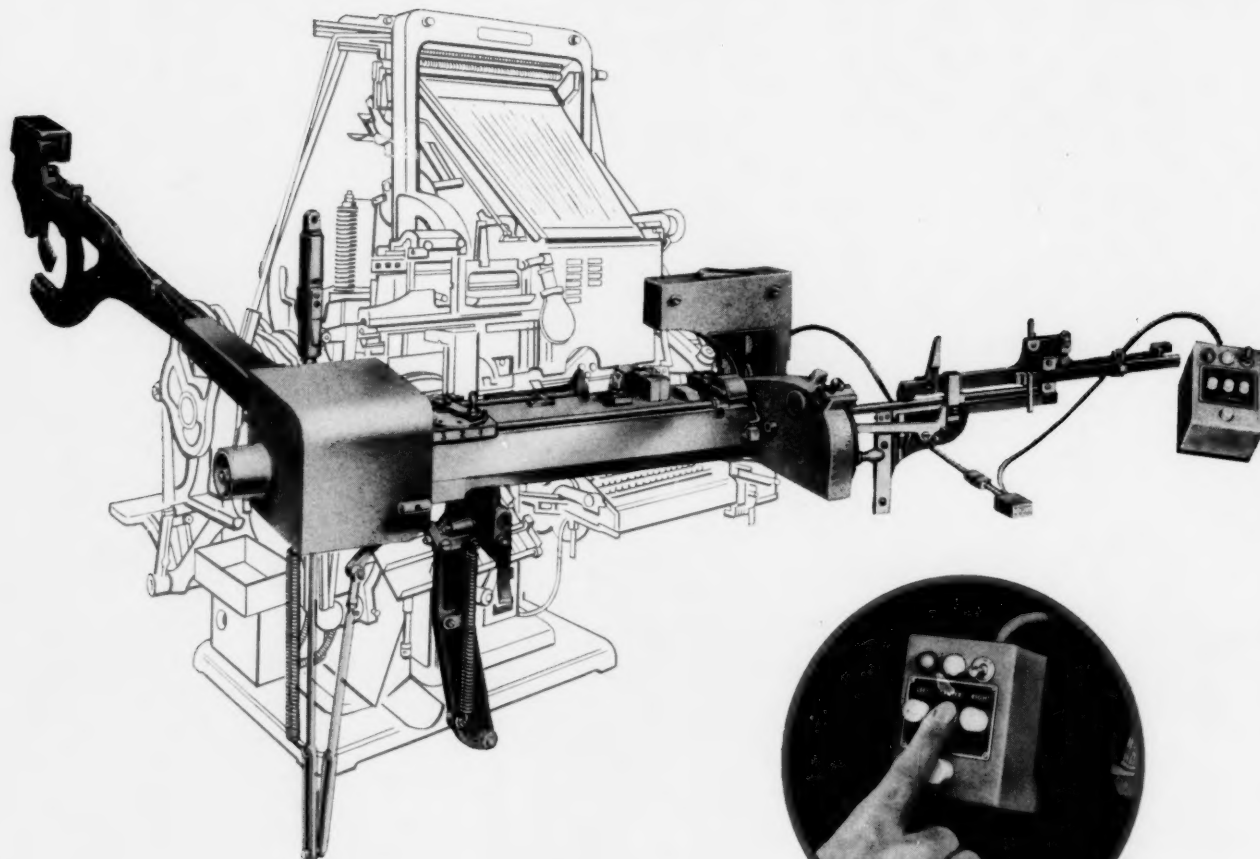
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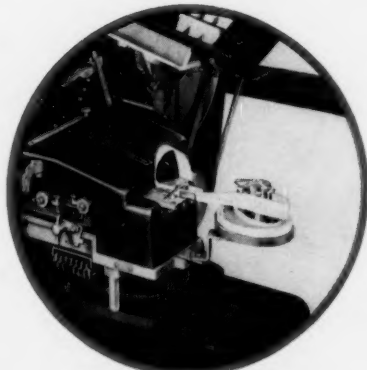
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